

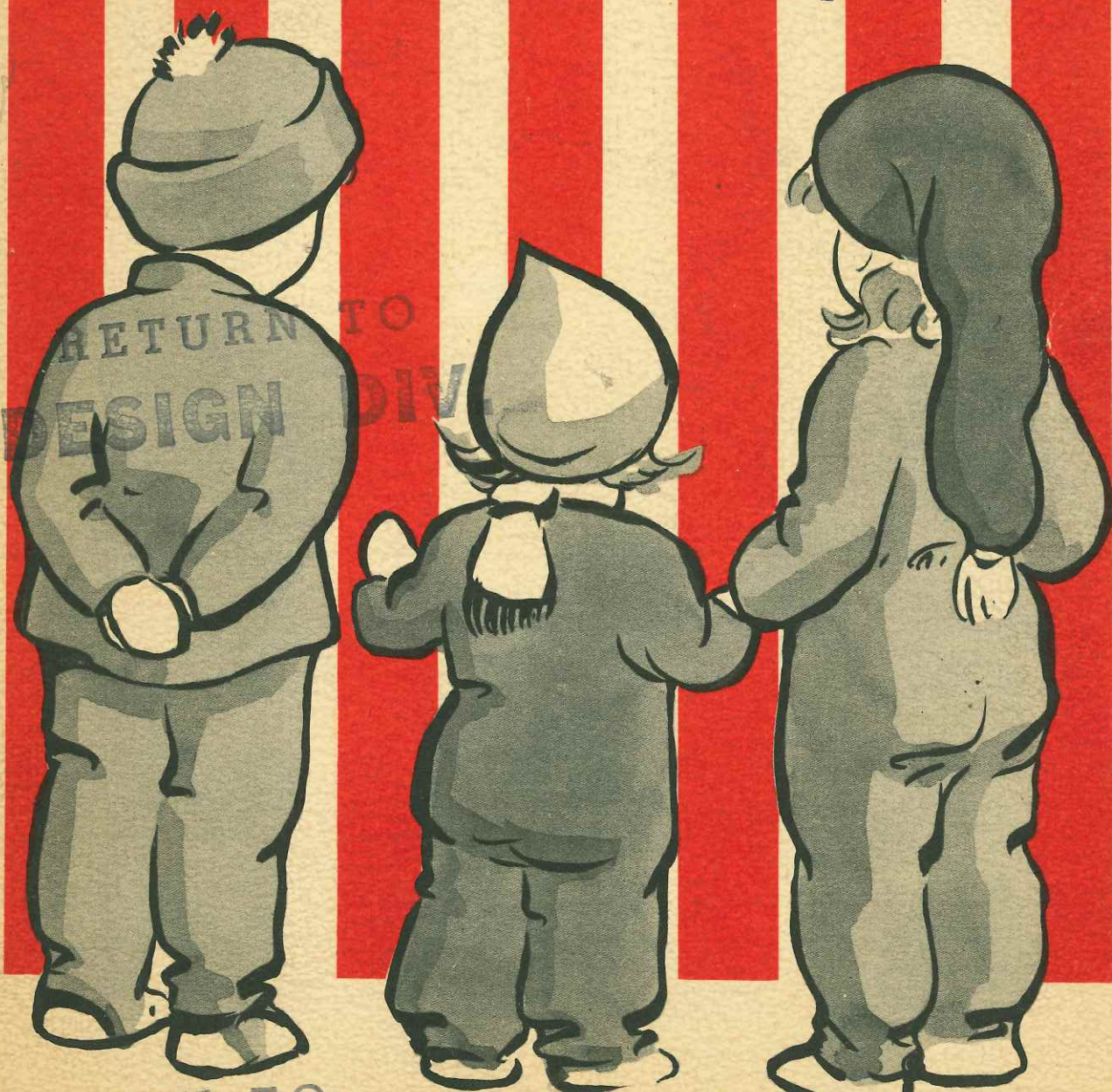
THE BLOCK SHOP

1947

7
Catalog

Toy Shelf

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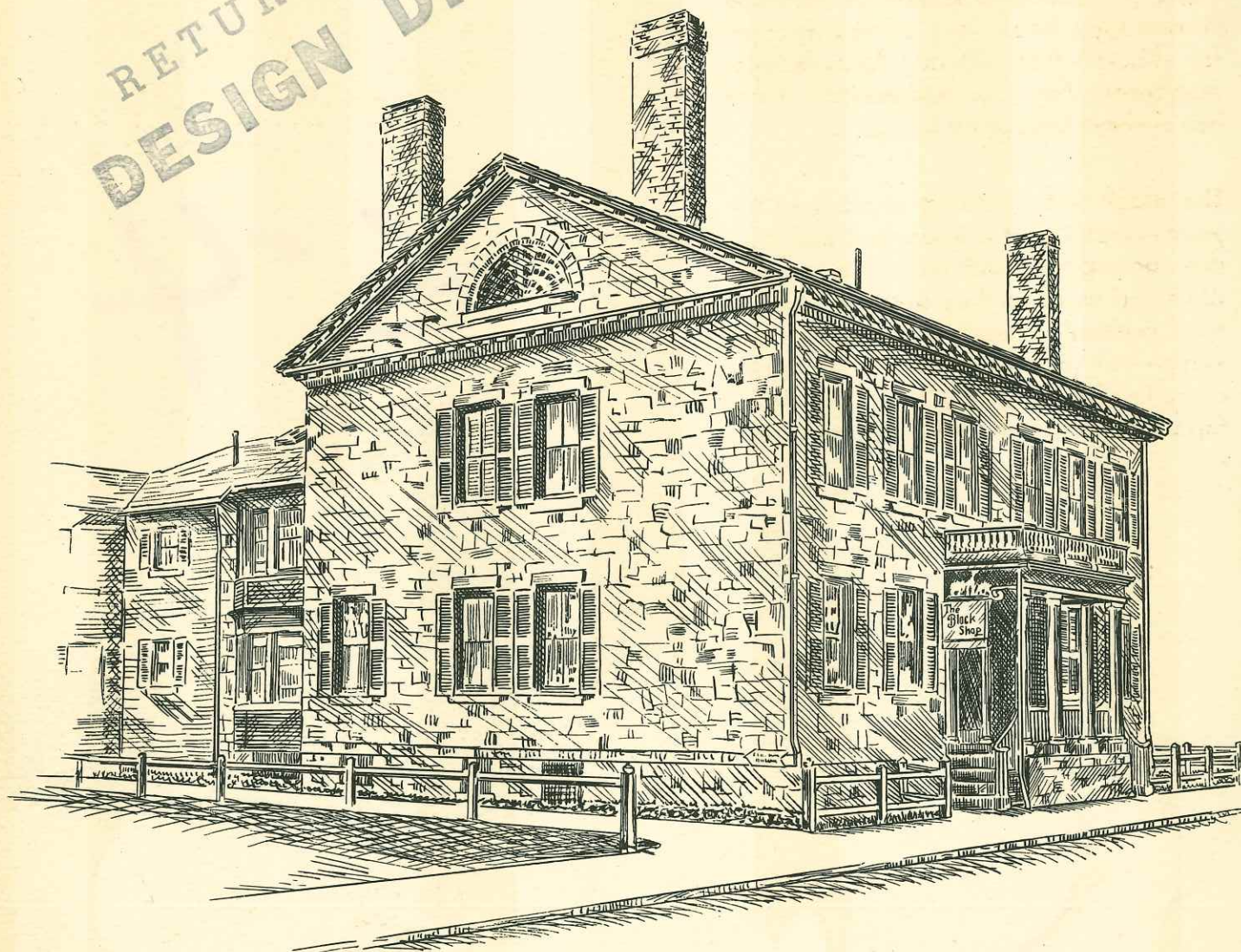


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Romney Gay

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This is **THE BLOCK SHOP**

58 WALL STREET, NEW HAVEN 11, CONNECTICUT

TELEPHONE NEW HAVEN 7-4516

Open Six Days a Week, from 9 A.M. to 5:30 P.M.

RUTH FALLGATTER

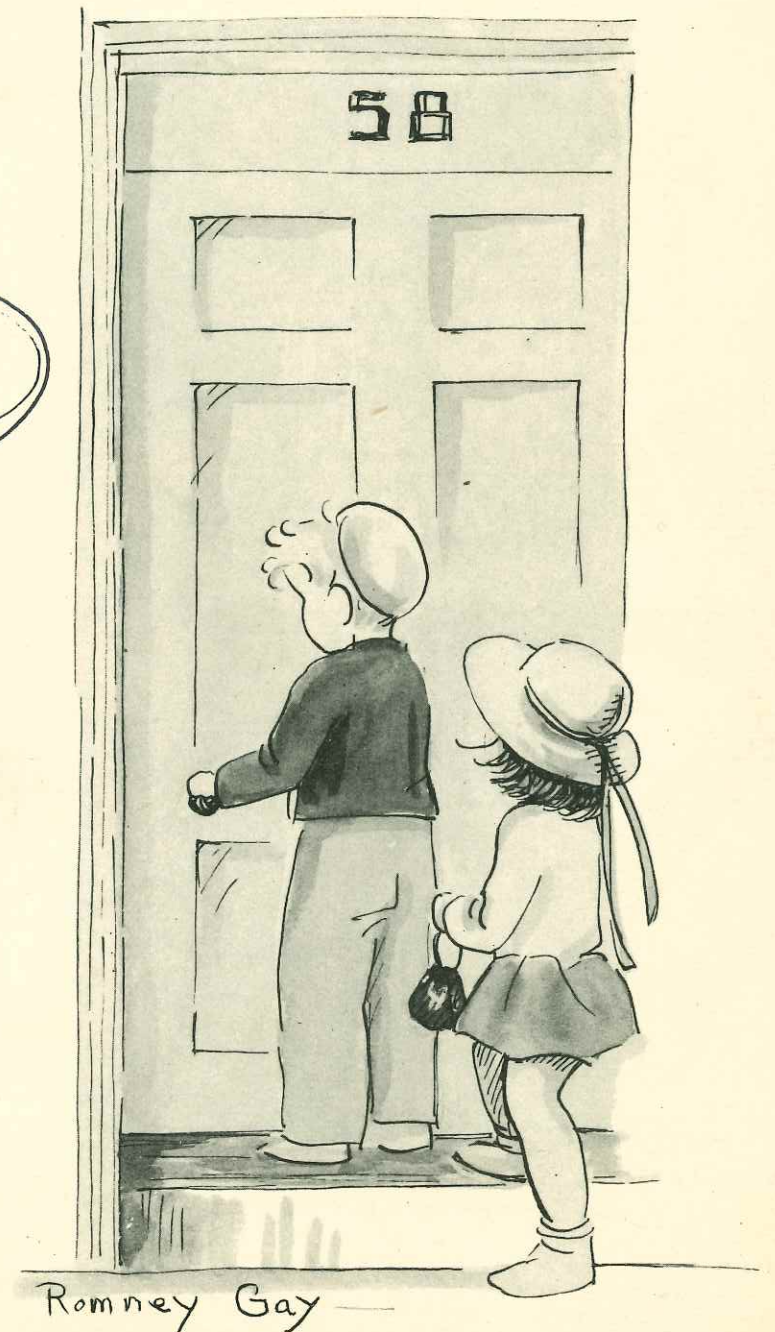
The Block Shop catalog is planned as a guide to the wise selection of play equipment. It contains a variety of carefully chosen toys, books and victrola records for children from infancy through fourteen years. For your convenience, these are divided according to age.

The Block Shop catalog is planned for year-round use. It is important that children be supplied with materials for their play and work as they develop, and as their particular needs and interests develop—not just for Christmas or birthdays, but for every day. Keep your catalog on hand to consult through the year.

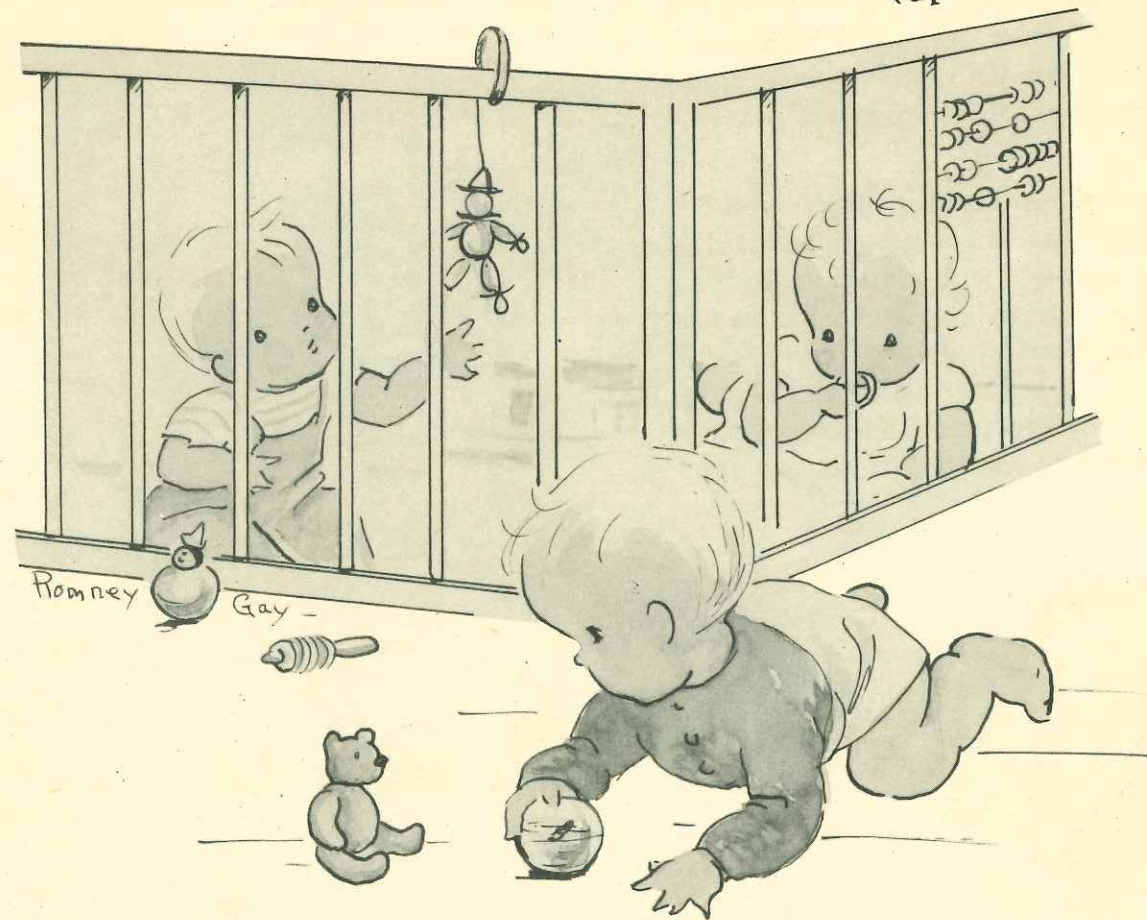
Ruth Fallgatter

15th Annual Edition
Fall, 1947

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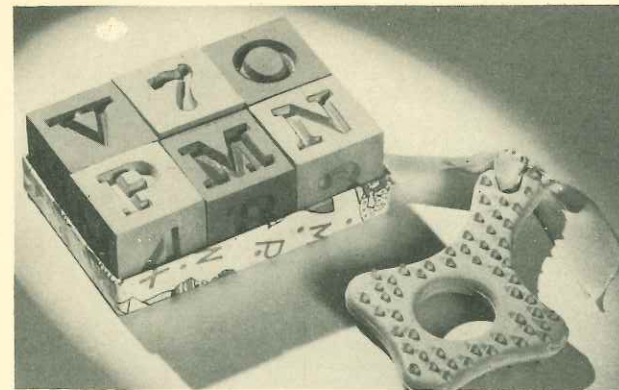


for cradlers and creepers (up to 1 year)

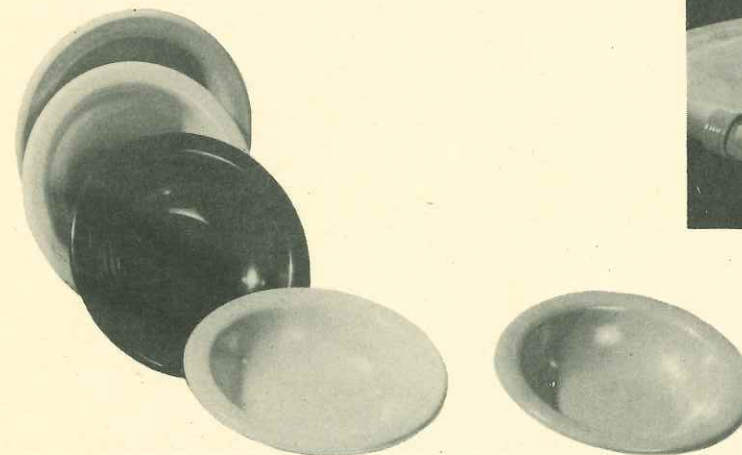


RAIN RATTLES. Important because they're easy to hold—no dangling appurtenances to hit one at unexpected moments. Important because they make a nice sound, as their name implies. Important because there is one for each hand. Made of a durable and easily sterilized plastic. Set of 2, each 3". **1.00**
Shipping weight, 1 lb.

TINY TEDDY. A young cub for the carriage-age trade. He'll dangle at a distance and attract attention. He's the right size to hold (6"), and is soft to clutch. He's easy to clean (all wool), and has safe felt eyes. He's special for the Block Shop in white with red ears and a bright "Christmasy" bow. Boxed, **1.50**
Shipping weight, 1 lb.



RUBBER TOYS. Soothing chewing—a convenient-shaped rubber teether, satisfying to irritated gums, and a set of six hard rubber 1 1/4" blocks. They have these advantages: they fit easily into a small fist; they are resistant to being chewed apart (**hard rubber, not sponge rubber**); they are good for later piling. We are pleased to have these once again. Blocks and teether, **1.00**
Shipping weight, 1 lb.



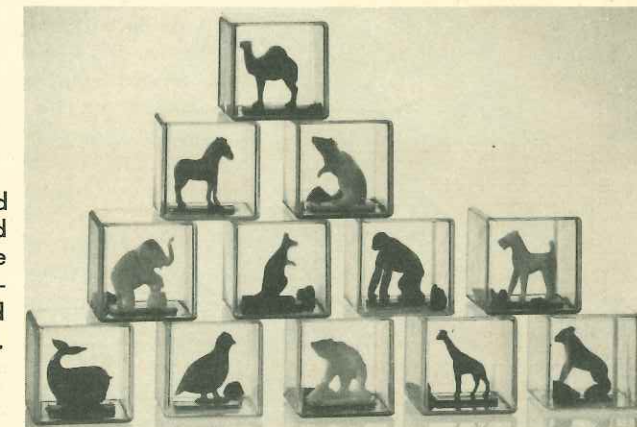
NESTED PLASTIC BOWLS. These have proved their merit time and again. They are good for that important period when the baby is tired of his rattles and not quite ready for simple fitting and manipulative toys. They slide together very easily and make a wonderful clatter—and they practically never break. Set of five in heavy, bright-colored plastic, each 5" in diameter. **1.50**
Shipping weight, 1 lb.



CRADLE BOUNCE. Biff it and it bounces right back; tug at it and the same thing happens. What fun, when one is six to twelve months old! Your mother can attach it easily and firmly to your crib or your playpen, so it will always be within reach. If you could talk at this age, you'd be sure to ask for the Cradle Bounce. A large red and white soft ball (6 1/2" long), suspended from a plastic-covered spring and firmly anchored to a hard-wood vise-like clamp. **2.00**
Shipping weight, 2 lbs.



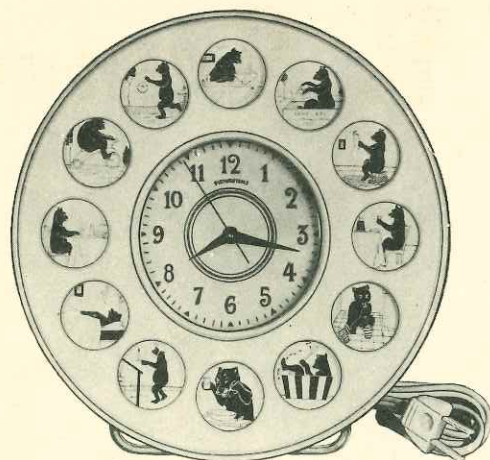
BLUEBIRD. The latest and best version of "clip-on" toys (Block Shop opinion): the blue plastic clip attaches to the high chair or crib or playpen. The birdcage (pink) is firmly attached and can be pulled at without fear of its breaking. The cunning little plastic bluebird inside jiggles around and rattles intriguingly. Saves much bending over to pick up cast-off toys. **1.25**
Shipping weight, 1 lb.



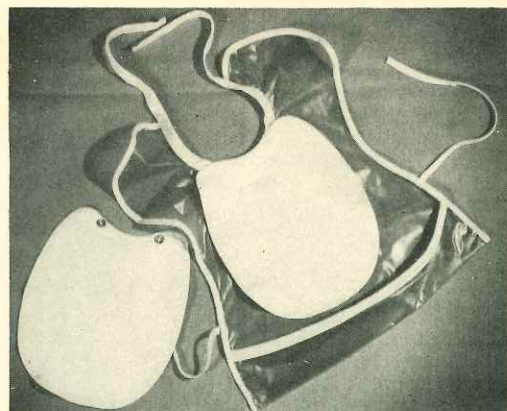
KOO ZOO BLOCKS. One customer wrote about these: "Never have I seen little children enjoy anything more!" They are a set of twelve 1 1/2" cubes of clear plastic with a bright-colored animal silhouetted inside, and small bits of loose plastic which rattle when shaken about. We throw them on the floor and stand on them in our shop to demonstrate their toughness. Boxed set (12). **1.65**
Shipping weight, 1 lb.

KEWPIE DOLL. A stuffed version of the Rose O'Neill-designed Kewpie reminiscent of our childhood. Can you think of a more satisfactory first doll to have—with a bright and mischievous look, a soft and cuddly body, and nothing that can be pulled apart on her—she's tough. Now in attention-attracting red jersey, in either of two sizes: 11" **1.50**, 14" **2.00**.
Shipping weight of each, 1 lb.

(Up to 1 Year)



PICTURETIME CLOCK. Around the clock with pictures of hour-to-hour activities. Several sets of pictures are supplied, or one's own can be substituted. They fit into the twelve openings surrounding the dial and can be changed as the child grows. A wonderful addition to the nursery for that special new baby—or perhaps for that favorite one-year-old. Both decorative and utilitarian. The clock is electric, is 8½" in diameter, and is available in pink, blue, or ivory plastic. (Please allow us a second choice of color). **7.95**
Shipping weight, 3 lbs.



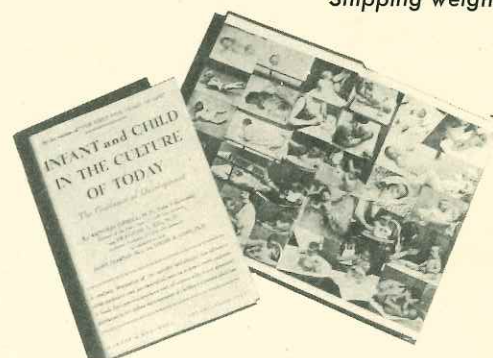
BIB, 1948. The most advanced (and practical) style—and what the well-bibbed young socialites will wear this year. There are many advantages to plastic coverings for the youngest blubberers. Add an easily snapped-on terry cloth front, and you have the bib par excellence. It is light in weight and large in size, without being cumbersome. It is easily wiped clean, and does not get stiff or odoriferous! It will really catch the dripping Pablum because the pocket has a stiff edge which makes it stand out slightly. The terry cloth absorbs the drippings and is good for wiping be-smearred faces. And, you get an extra terry cloth attachment, which snaps on and off in a jiffy. **1.50**

Shipping weight, 1 lb.



MUSICAL TEDDY. If you have ever witnessed the miraculously quieting effect of a melodious music box on a young infant, you will know this fellow is a "must". He should have an established place within earshot and eye-shot of the crib—later on he will become a real companion. This teddy sells himself on his personality, his practical brown wool "coat", plus the important fact that he has a Thorens musical unit—the Steinway of Swiss music boxes. He is 8½" high (sitting position) and costs **7.50**.

Shipping weight, 2 lbs.



INFANT AND CHILD IN THE CULTURE OF TODAY. The well-known book from the well-known Yale Clinic of Child Development. It is most reassuring and helpful in answering your problems and questions about children up to five. **4.50**

Postage, 10c

FAMILIAR FAVORITES

CRADLE GYM. Fast becoming almost as necessary as diapers! You know what it is—a bar suspended on springs, which can be tied to a crib or playpen. Babies reach for the attached bright rings and balls and begin to pull themselves up at the age of four or five months. Excellent for early muscular development. **2.00**

Shipping weight, 2 lbs.

CRADLE SPIN. This is to the feet and legs what the Cradle Gym is to the arms and hands and shoulders. It is a

cylindrical wooden drum, suspended by a web strap, ready to hang at the foot of a crib. It makes lots of noise, for the bells inside jingle as it gets kicked about. **3.00**

Shipping weight, 3 lbs.

WATER BALL. This wins the popularity contest with babies themselves—it is the right size (3"), the right weight (3 oz.), and has the right things in it (water, with a bright red floating fish), and the preferred one every time (and there are many copies). Clear plastic,

almost unbreakable. **.75**

Shipping weight, 1 lb.

PLAKIES. It's the clatter of the numerous bright plastic discs on their rust-proof chain that endears this to the eight- or nine-months-old child (older and younger, too, of course). **.85**

Shipping weight, 1 lb.

CRY BALL. This is that crazy-acting small plastic ball which rolls every which way and emits a kind of plaintive wail which babies like. **1.25**

Shipping weight, 1 lb.

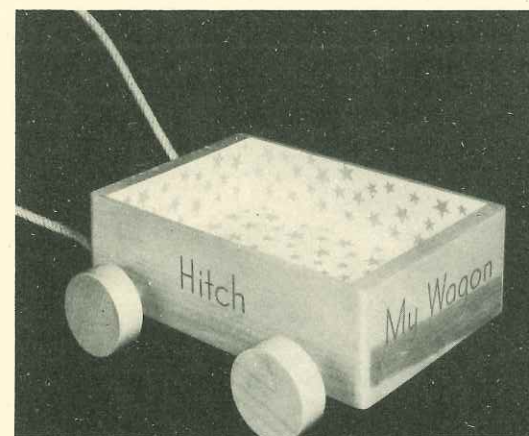
Remember—these age groupings are necessarily general divisions, and should be interpreted broadly to allow for individual differences. Consult other sections as well.

TODDLERS (1 TO 2 YEARS)



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WALKEE-BIKE. What an easy way for the 12- to 36-monthers to get around quickly! The swiveled, rubber caster wheels roll smoothly in whichever direction is wanted, and can't come out. The rubber bumpers are protection against sudden bumping. Most important, the child is perfectly secure—he can't tip over as he may in a regular kiddie car. This is 24" in overall length, and has an adjustable seat. **8.50**

Shipping weight, 15 lbs.

STAR WAGON. The youngest toddler may not know about hitching wagons to stars, but you can be sure he does know that he needs something into which he can load and unload his teddy bear or his blocks, something that will hold him when he climbs in, something that's small and light and easy to pull, and something pretty and pleasing to look at (that's how his tastes begin to develop). This Anne Farrell Star Wagon, made of beautiful polished maple, with interlocking corners and painted a delicate blue or pink with myriads of silver stars, is what he really wants. The wagon itself (the box part of it) is 8¾" x 12½". Beautifully packaged in a glistening foil box. **3.95**

Shipping weight, 7 lbs.



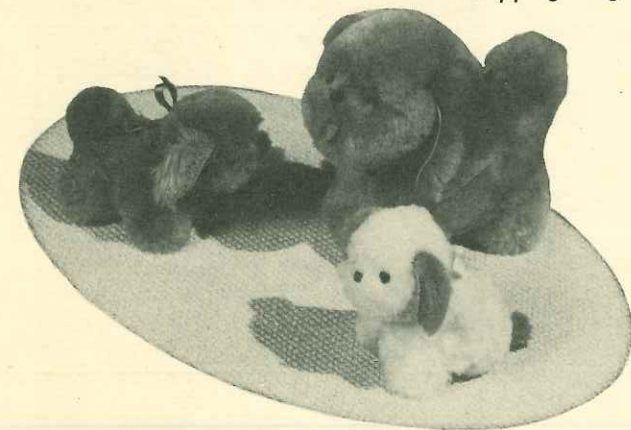
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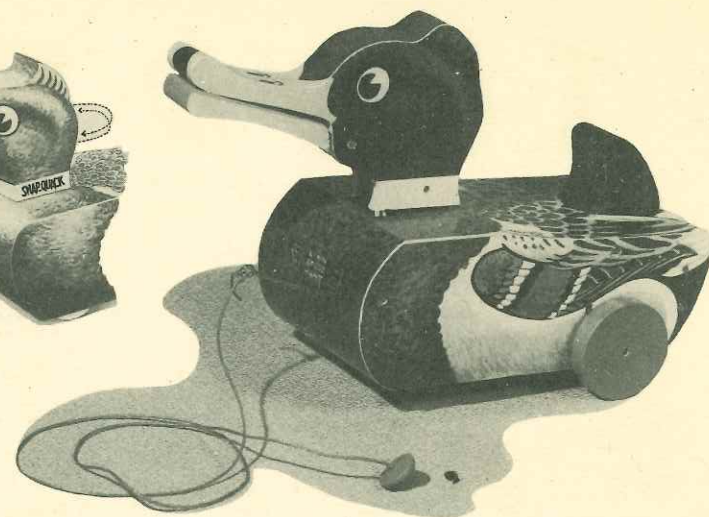
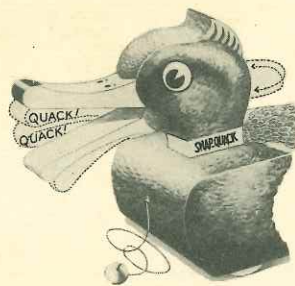
PERSONALIZED ELEPHANT. How very special—your own name right on your very own elephant! He's 14" tall, is soft "yummy" white, with red on his ears and tips of his paws, and all dressed up in a bright red bow. Just send in the child's name (print it, please) and we'll have it embroidered as you see in the picture. Allow four or five extra days for delivery, straight from his maker. Price, shipping included **4.00**



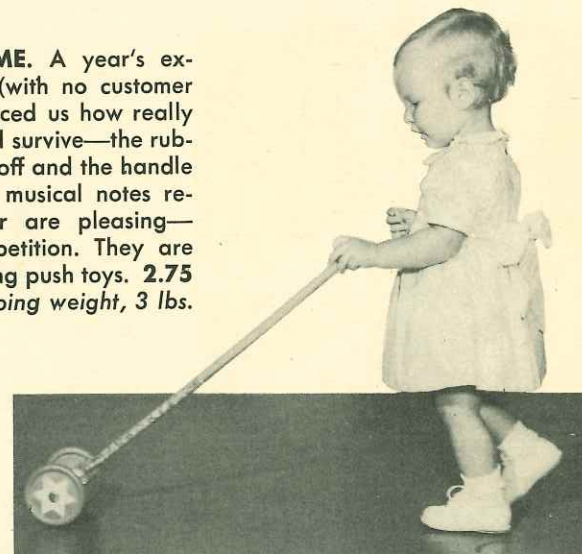
HOLGATE COLOR CONE. One-year-olds (or slightly older) should begin to fit discs over a spindle. At first they may not persevere beyond fitting one or two; soon, however, to have as many as eleven is a real challenge. Eventually they will differentiate size and assemble it as it should be done. **2.00**
Shipping weight, 2 lbs.



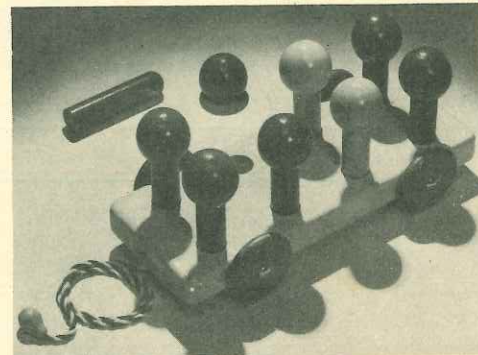
DOG FAMILY. Real, unexcelled lambswool, in the most endearing canine trio you've ever seen! They are wonderful "to-be-cuddled" toys—so soft and silky, can be washed over and over again, and have safe embroidered eyes. The wee puppies are only 5½"; their mother, 9". Mother dog, **2.50**; Puppies, each **1.00**; Family of three, **4.50**.
Shipping weight of each, ½ lb.



SNAP QUACK DUCK. It's always fun to laugh! This silly duck, who opens and closes his mouth with a very sharp snap and an accompanying "Quack", and turns his head from side to side as he does it, is sure amusement for all children from 1½ to 3 years. You have to pull him along the floor or sidewalk, to be sure, but that's what you want to do at this age. Very substantial and will survive extensive traveling at the end of his string. **2.00**
Shipping weight, 2 lbs.



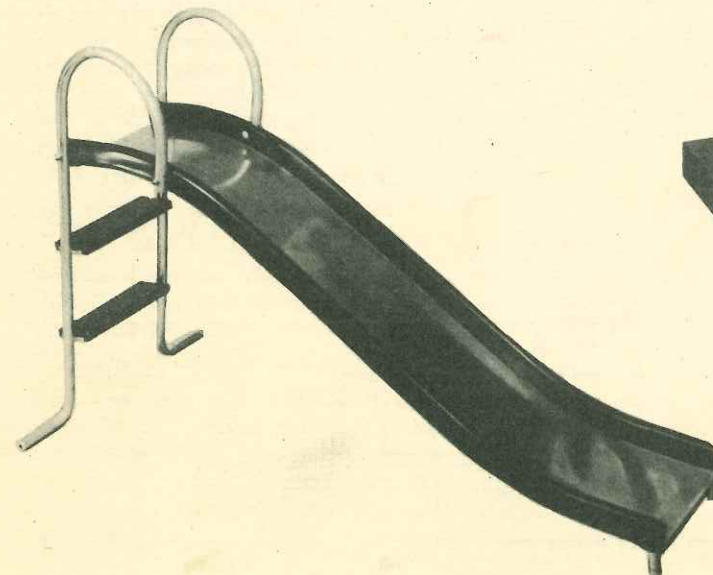
PLAYSKOOL PEGGY BALL PULL. This has a multiplicity of uses and a universal appeal. It's the simplest kind of peg board for the youngest (with the ball tops removed), it's a pull toy when he walks, and it has added interest when he can fit all of the tops on pegs of the same color (they are red, blue, yellow and green). It's used, too, in later imaginative play—as ice cream cones, etc. **2.50**
Shipping weight, 4 lbs.



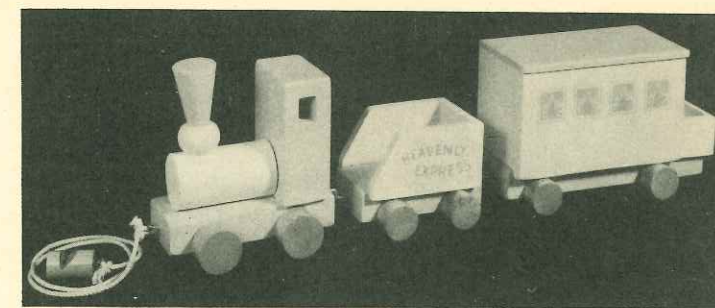
HOLGATE BINGO BED. Best kind of energy "worker-offer" for 14 months to 2½ years! Watch children of that age: they hammer the pegs through, turn the bed over, and pound them back again, and none come out to be lost. **2.00**
Shipping weight, 4 lbs.



LOOPEE. An unbreakable first doll, both pretty and practical. She's made of a readily-cleaned material and is dressed in easily-laundered cotton, with buttons, not pins. She's light and soft and small (13"). Her yellow yarn hair (in loops) is lovely. **2.75**
Shipping weight, 1 lb.

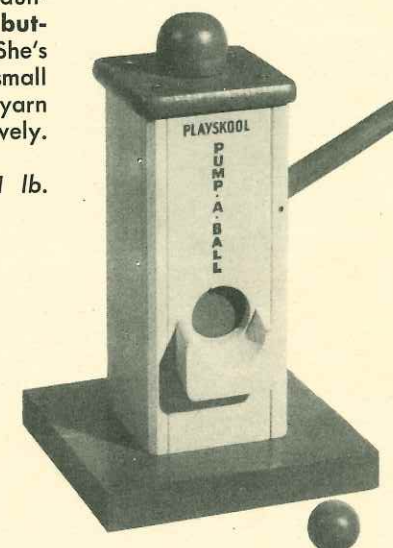


BABY SLIDE. A good "builder-upper" of muscles and confidence for children of eighteen months to three years. The sliding surface is smooth stainless steel which lasts indefinitely. Length from top to bottom, 51". Height of "take-off", 34". **17.95**

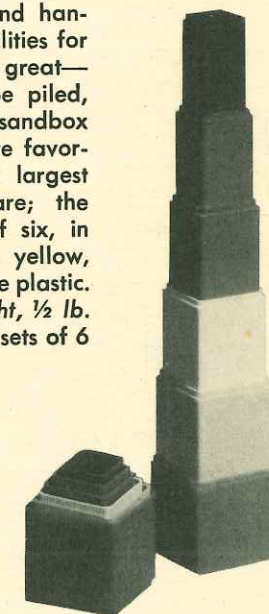


HEAVENLY EXPRESS. A big chunky engine, a tender to fill with special treasures, and a coach with a top which lifts off to accommodate a doll or animal passenger—what a dream of a first train! Made of fine hard wood, and coupled with big sturdy screw eyes and hooks. It measures 22" in all, is painted in heavenly blues and pinks, and comes equipped with a cord for pulling and a whistle for blowing. Packaged in a wonderful wooden crate, useful for other things. An Anne Farrell design. **5.95**
Shipping weight, 6 lbs.

PYLOX BLOCKS. The size is small for carrying and handling, and the possibilities for constructive play are great—they can and will be piled, nested, used in the sandbox or bath, etc. They are favorites, we know. The largest block is 1⅞" square; the smallest, 1". Nest of six, in bright red, orange, yellow, green, blue and purple plastic. **.85** Shipping weight, ½ lb. Double set, boxed (2 sets of 6 each) **1.75**



PUMP-A-BALL. Pump the handle and six balls come pouring out, one after another. Feed them into the back and continue indefinitely—the fun is endless! It's because something really happens—and quickly—that children are fascinated with this brightly painted wood Playskool toy. **2.00**
Shipping weight, 4 lbs.





TOIDEY TWO-STEP. The best of all bathroom steps—best because it has side rails to grasp, a top step which is high enough for the smallest child, because it has strong metal supports and rubber gliders to prevent slipping, and because it is adjustable to fit the growing child. Maximum height of top step, 12"; bottom step, 6¼". Available in white or red enamel. **5.95**
Shipping weight, 10 lbs.



BABY BOOKS. Early learning made easy—with big clear and colorful pictures of familiar objects (Fun for Baby) and of familiar animals (My First Animal Book). Only one picture on a page, with no confusion of background. These are printed on very heavy cardboard, so they won't be torn apart, and the strong plastic binding permits the pages to lie flat. The pair, **1.50**; Individually, **.75**
Shipping weight of each, ½ lb.

FAMILIAR FAVORITES

RATTLE PUSH. The Playskool lawn-mower-type push toy with a revolving cage filled with wood beads which rattle around as the toy is pushed. It's a great favorite with all the toddler crowd. **1.25** Shipping weight, 2 lbs.

CATERPILLAR (PLAYSKOOL) — That very fine pull toy which, as its name implies, will climb up and over things and never overturn to spoil the fun. **1.25** Shipping weight, 2 lbs.

NESTING CUP CART. A Holgate fitting toy with four cylindrical wood cups of graduated size which fit into each other. They also fit each into its place on a small wood cart—a pull toy, too. **1.50** Shipping weight, 2 lbs.

BLOCK STAX. (PLAYSKOOL) The first and simplest manipulative toy. Four flat wooden blocks, brightly lacquered, must be fitted over a fat wood peg to make the "stack." **1.00**
Shipping weight, 1 lb.

HOUSE THAT JACK BUILT. A popular Holgate toy for 18-month-ers and older. Wood house 8" wide, with a hinged roof that can be opened and closed. Rectangular, cylindrical and triangular blocks fit through roof holes of corresponding shapes and drop into the house itself. A very successful fitting toy which is always in demand. **3.00** Shipping weight, 4 lbs.

HOLGATE LACING SHOE. A large wooden shoe to be laced with long

tipped strings. Unlace it, pull up the wooden tongue, and inside are the old woman who lives there and her many little wooden children. Provides endless activity for the twos and threes. **2.50**
Shipping weight, 2 lbs.

SLEEPY BETTY AND BILLY. Soft, sleepy-eyed dolls with yarn hair and dressed in pajamas. Excellent bedtime companions. Each **2.00**
Shipping weight of each, 1 lb.

QUACKY FAMILY. A mother duck with her brood of three little ones following behind. They are all on wheels, and the mother quacks as they are pulled. **1.25** Shipping weight, 2 lbs.

COAST GUARD BOAT. A boat on wheels and made of heavy metal with a wooden sailor at the helm. The oars are attached so that the sailor appears to row as the boat is pulled along. **2.50** Shipping weight, 4 lbs.

JUNIOR FLOOR TRAIN. A good first train of four wood cars which have no wheels to be pulled on a track which interlocks for easy coupling. **1.25**
Shipping weight, 2 lbs.

PICTURE BLOCK CART. Pictures on blocks—of course—much more sensible than alphabet letters for this age. They're on 1¾" cubes (maple, not just soft wood), and they're all twelve packed into a strong wood cart, 8" x 11". **3.50** Shipping weight, 5 lbs.

LAMBSWOOL TEDDY. He's brown (a luscious shade), has jointed legs and arms, is of genuine washable lambswool, has embroidered eyes, and is 14" tall. Enough said! **5.00**
Shipping weight, 2 lbs.

BIG TEDDY. Just like the one described above, only larger (20"), and natural lambswool color. **8.25**
Shipping weight, 6 lbs.

ROCKING HORSE. A small horse designed for the earliest riders (1 to 2½). He's most attractive—painted in lovely pastel shades with a silver saddle and tail. The seat is low (10") so the most timid can get his feet firmly on the floor. Hard wood with sturdy maple rockers. **8.95**
Shipping weight, 13 lbs.

BEADS TO STRING. A plentiful supply of very large wooden beads of several shapes and bright colors. Laces for stringing have long tips, so they will fit easily through the holes in the beads. Packaged in a durable bag. **1.25** Shipping weight, 3 lbs.

BOOKS

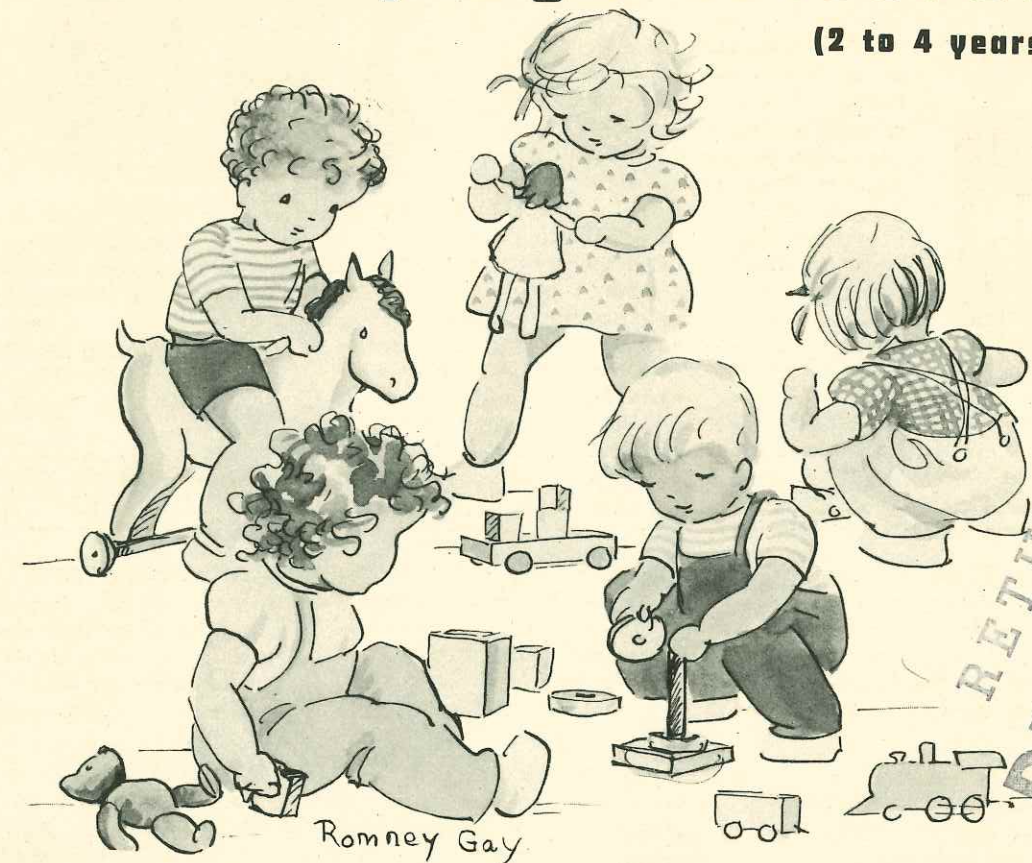
PAT THE BUNNY. An old favorite—a tactile book with things to feel, smell, etc. (18 months to 2½) **1.00**
Shipping weight, ½ lb.

CLOTH BOOKS. Real rag books that won't be torn apart. Full of clear, bright pictures of easily recognized objects or animals. Color fast for washing. Objects **1.25**, Animals **1.25**.

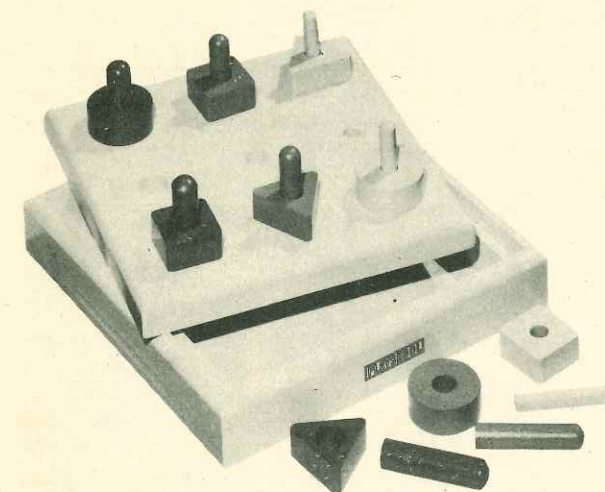
Postage 10c

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for nursery age children (2 to 4 years)

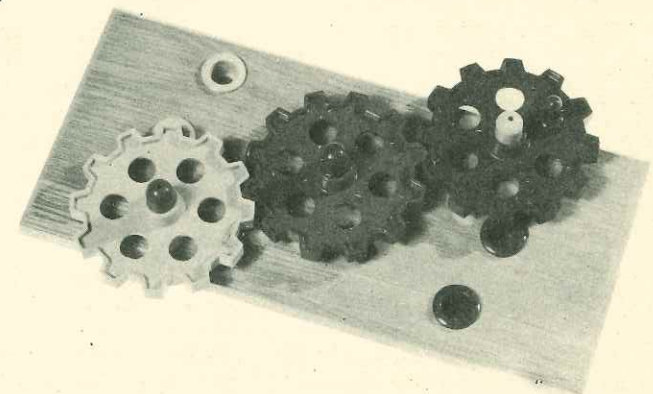


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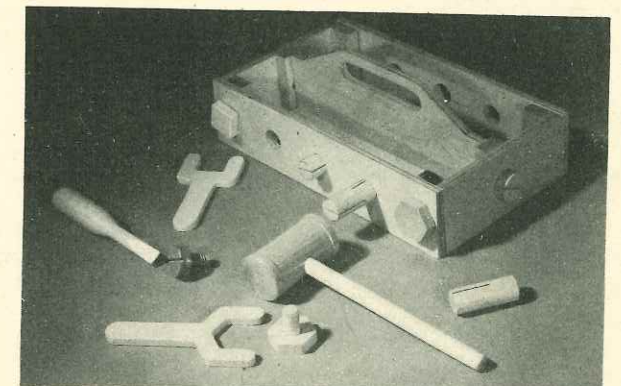


ADVANCED PEG BOARD. Just what two- and three-year-old children want—smaller pegs to fit and more shapes to match. They'll like the rugged wooden box, too—for keeping the pegs. Box is 8½" square; smallest peg, ⅜" diameter. **2.00** Shipping weight, 3 lbs.

TOT'S TOOL BOX. For the household "handyman"—he'll fix everything for you. He can also tinker with the box itself—taking it completely apart and reassembling it with the wooden tools provided. The box is 10½" x 6" x 2½". **2.95** Shipping weight, 3 lbs.



ROTO GEAR. Fascinating bright plastic gears which all rotate merrily when only one is turned. Food for thought for inquisitive young minds! **2.50** Shipping weight, 3 lbs.

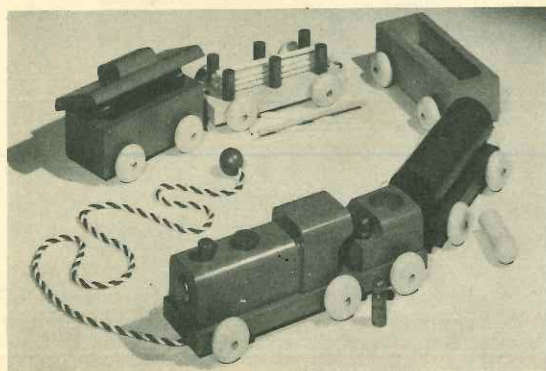




LARGE INDOOR BLOCKS. Do you remember about blocks—that earliest building (for 2's and 3's) is very simple and only a few sizes and shapes are needed? These big hollow blocks are designed primarily for this age. They are big enough to make garages for large trucks or beds for dolls. They are light enough to be easily handled. They are made of a selected grade of well-seasoned vertical grain western fir, spruce or hemlock, $\frac{3}{8}$ " stock, and are painted with two coats of high gloss enamel in red, blue, yellow and green. Available individually or in sets. 3" x 3" x 6" each .50; 3" x 3" x 12" each .70; Set of 16 blocks (8 of each size) 9.25. Shipping weight, 12 lbs.



GIANT DOMINOES. Line them up on the floor (28 of them in all) and you'll have them stretching out to more than 10 feet—that's how big these are! Colors are used to differentiate numbers (sixes are all red, for instance), so matching is simple, and even the youngest can play dominoes. They'll be used for building, too, and they all fit back into their big wooden domino box for orderly safe-keeping. Made of beautiful polished maple, each $4\frac{1}{2}$ " x $2\frac{1}{4}$ " x $\frac{7}{8}$ ". 5.95 Shipping weight, 10 lbs.



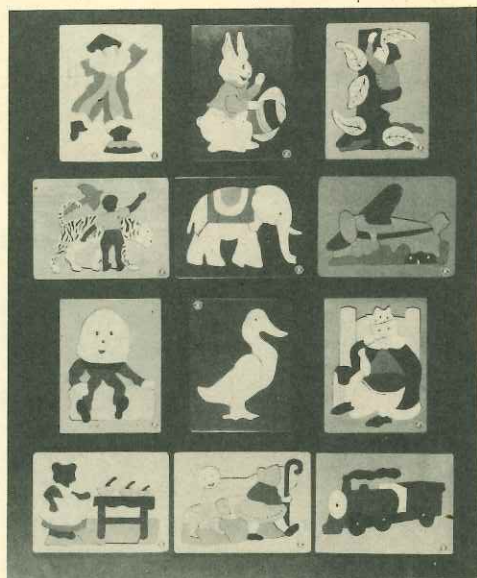
SUPER FREIGHT. A "super-duper" new Playskool train! It's for "freight", with plenty of space for filling and loading. It stretches out to 42" in all, is made of brightly painted hard wood, with metal axles and tough steel couplings. Extra sturdy. 5.00 Shipping weight, 6 lbs.



PLAYSKOOL PUZZLE PLAQUES. Very simple puzzles for very first attempts—made in only a few pieces which fit easily into the outlines on the plaques. Watch your child beam with pride when he successfully makes the picture! Duck (6 pieces) 1.50; Panda (11 pieces) 1.50. Shipping weight, each 1 lb.



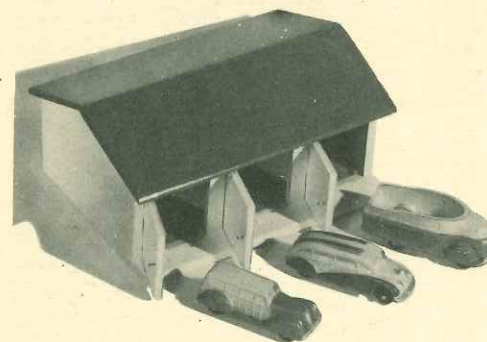
JUDY PUZZLES. The next step—more pieces and more difficult—and providing additional satisfaction in achievement. Available in a variety of patterns (other than those illustrated) and in varying degrees of difficulty. In ordering, specify age, sex and puzzle experience, and we will make the selection for you. Each 1.25 Shipping weight, 3 lbs.



ALICE. Introducing a practical and lovable young lady who is made of a specially prepared new rubber material which can be washed with soap and water, who has pretty yarn hair and real eye-lashes, and who wears an adorable striped dress which will stand many washings (Dan River Cordspun Fabric, with large snap fasteners for easy putting on and taking off). She's a personality gal! Height, 16"; eyes, blue; hair, blonde; price 3.95. Shipping weight, 2 lbs.



ROCKY BOAT. Can be used indoors or out, right side up or upside down, alone or with three or four others. It's good fun and good exercise and dearly loved. All wood construction, securely screwed and nailed. (Shipped via Express only, direct from Waban, Mass., shipping charges to be paid on delivery; weight, 30 lbs.) 18.50



THREE-CAR GARAGE. Rented—to a station wagon, a sedan, and a truck. The imaginative two- to three-year-old will have much fun running the cars in and out and opening and closing the doors (typical activity). Garage (10" long, 7" deep) is wood, painted white with bright red roof. Cars are rubber with firmly attached wheels. A Block Shop exclusive. 2.25 Shipping weight, 2 lbs.

DUMP TRUCK. Everyone knows a dump truck is important to this age. This one is big enough to really load things in (21" long), it dumps easily by a lever at the rear of the cab, it is made of heavy metal, with no rough edges, rubber tired wheels, and the hood lifts up for engine repairs. A sales winner. 3.50 Shipping weight, 6 lbs.



FIREMAN'S TRIO. Clang, clang! Clang, clang! Here's a favorite book to be read (The Fireman)—an unbreakable record to listen to (reproducing the book in sound)—and a fine iron fire engine to provide realism and dramatic play. (We've a suit for the young fireman to wear, too—to complete the picture. See below). The trio 3.75 Shipping weight, 3 lbs. Individually: The book, 1.25; The Record, 1.55; The fire engine, 1.00.



FIREMAN'S SUIT. A bright red cotton shirt with blue initials "F.D.", blue trousers, red belt, and an elegant fireman's hat—a real "dress-up" outfit for lots of fun and play. Sizes 2-14. 3.50 Shipping weight, 2 lbs.

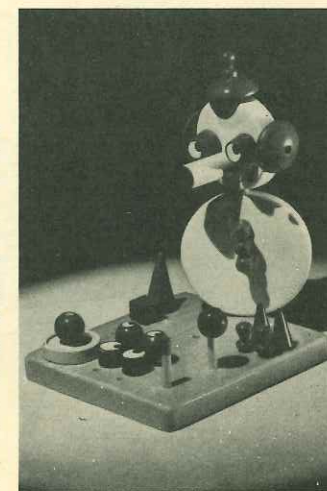


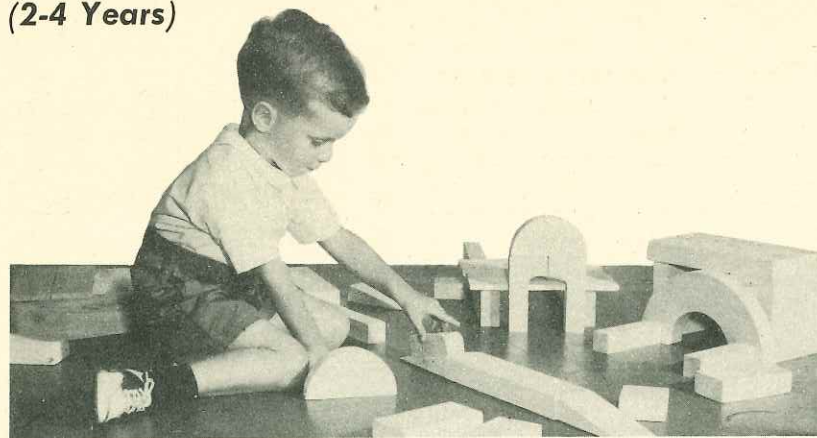
MAKE-A-FACE. The equivalent of a snowman right in your own play-room! His eyes, his nose, his ears, his hat, his pipe, his coat buttons—all must be pegged in to make the man. Variety of extra pegs included for varying the faces. He's all wood, painted red and white. Suggested for three-year-olds and older. 2.00 Shipping weight, 2 lbs.

JIFFY PLAYHOUSE. Look what's here—the very same fabric playhouse which we had before the war! It fits over a card table (standard size) to make a hideaway for those who can crawl in (under 5 years of age, usually). It's simpler than using household sheets, you must admit. Playhouse model (illustrated) 3.00; Jiffy Circus Tent Model 2.50. Shipping weight of each, 2 lbs.



PLAY STOVE. Let's pretend—let's pretend to cook with this sturdy metal stove, in glistening kitchen white. It has an oven with opens, four small pans and some simulated burner controls. 7" x 15" x 10" high. 3.00 Shipping weight, 6 lbs.





BUILDING BLOCKS. What fun for all ages! These are plain, unpainted pine blocks, sanded and edges smoothed. Available in a variety of shapes, all multiples of the unit size ($2\frac{3}{4}'' \times 5\frac{1}{2}'' \times 1\frac{3}{8}''$). Buy them individually* or in sets. Basic set (34 blocks) **5.00**; 50-piece set **6.50**; 75-piece set **11.75**; 100-piece set **16.75**.

*Write for our complete block price list, showing individual sizes.
(Shipped from Waban, Mass., express charges to be paid on delivery)

VICTROLA RECORDS



GENIE THE MAGIC RECORD. Seldom has a children's record made such a "splash" as this has—and that's exactly what it has done! Genie is a whimsical (no, magical) character who is alternately a fire engine, a circus, a traffic jam and so on. And he's Vinylite, which means he's **unbreakable**. A 12" record. **2.10** Postage, 15c

MOTHER GOOSE SONGS. There are various recordings of Mother Goose, but this is the best (again, Block Shop opinion). Frank Luther does the singing (he's an idol of the younger generation, you know), and the selection is good—familiar rhymes and familiar tunes, 18 in all, on a 12" **unbreakable** record. **2.10** Postage, 15c
(See page 17 for additional records)

BOOKS

ROMNEY GAY BIG PICTURE BOOK. A brand new big Romney Gay—with big pictures on every page and wonderful rhymes for each. Children love the Romney Gay drawings in our catalogs—and in our shop windows—now they can have some of their very own, in book form—and **especially autographed**. A book to own and keep. **1.00** Postage, 7c



STOP-LOOK-LISTEN. An arresting title! Every two- or three-year-old boy will stop to look and will listen avidly. There is a car, a bus, a streetcar, a bulldozer, a steam shovel, a motorcycle, three kinds of boats, and of course trains and planes—and only one or two sentences in explanation of each. Printed on very heavy cardboard with metal spiral binding—insurance for a long life. **1.00**

Postage, 7c

ROUND ABOUT BOOKS. Heavy cardboard books, full of interesting pictures, most of which children themselves asked for (when tested before publication). There is no end to these books—turn over the last page and there is the first page of still another story! Each has two distinct stories:

Roundabout Dolls—Roundabout Flowers	1.00	Set of three	3.00
Roundabout Boats—Roundabout Cars	1.00	Postage on set	10c
Roundabout Mother Goose—Roundabout Toys	1.00	Postage individually	7c



PLAY IDEAS FOR TINY TOTS. How to keep small children (2 to 6) busy and happy indoors—a veritable gold mine of ideas and information. **1.00**

Postage, 7c

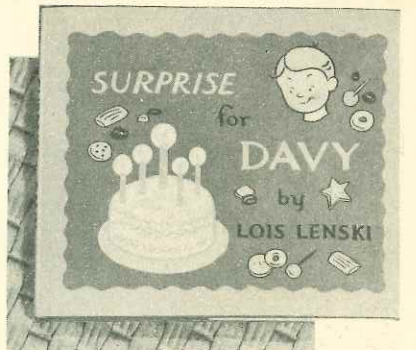
Other titles for older children: Girls' Treasury of Things to Do (6-9 years) **1.00**; Boys' Treasury of Things to Do (6-9 years) **1.00**.

Postage, each 7c

SURPRISE FOR DAVY.

A brand new Lois Lenski book, telling all about Davy's fourth birthday—his birthday spans, his presents, his party, all his friends at the party, and his cake, of course. It's just the kind of thing that all three- and four-year-olds like to hear about! **1.00**

Postage, 7c



FAMILIAR FAVORITES

BOOKS

PLAYCRAFT MILKMAN. There's no doubt about the popularity of these eight wooden bottles in their realistic metal carrier. **2.00**

Shipping weight, 4 lbs.

MINIATURE TRAIN. An engine and tiny cars (each $2\frac{1}{2}''$ long). They're sturdy (wood with metal coupling), they're painted in bright colors and they're the size that appeals to this age. **1.00** Shipping weight, 2 lbs.

FERRY BOAT SET. A gleaming white Jamestown ferry with ten cars and trucks aboard. Affords many possibilities for imaginative play. All wood; cars are handmade and painted. **6.95**

Shipping weight, 5 lbs.

IRON. A household necessity—yes—for imitating household activities. We have as handsome and as sturdy a one as you've seen—looks like mother's best new lightweight streamlined one, and it has a die-cast aluminum base which is very rugged. **1.95**

Shipping weight, 2 lbs.

CHATTERDUCK. Maybe it's Chatterduck's personality—maybe it's his interesting friends—maybe it's the subtle lesson imparted about objectionable aimless chatter. Whatever his claim to fame, he's dearly loved. **.60**

Postage, 4c

LITTLE MECHANIC. The only one of its kind—a toy with metal nuts, bolts and screws for that investigative mechanic to take apart and put together again. **2.50**

Shipping weight, 4 lbs.

PATSY DOLL. She's $13\frac{1}{2}''$ high, has painted hair (thus not removable by pulling), painted eyes (thus not to be poked in), and is dressed in practical cotton. She's a composition doll and made by Effanbee. New low price **2.00**

Shipping weight, 4 lbs.

FLAP-BACK BOOKS. Three favorites:

Where's My Baby, Anybody Home, and Feed the Animals. Each page has an extra flap which folds back to disclose surprising things. They're an easy-to-handle size ($4\frac{1}{2}'' \times 5''$) and full of fun-to-look-at pictures.

Set of three, **1.50**

Postage 10c

Individually, **.50**

Postage, 4c

TALL MOTHER GOOSE. You'll remember this because it's tall (more than 12"—but thin) and handsome (full of wonderful full-of-life Rojankovsky drawings). Contains an excellent selection of Mother Goose rhymes. **1.00**

Postage, 7c

THE LITTLE FAMILY. A Lois Lenski book which two- and three-year-olds like—particularly girls. It has to do with morning-to-night activities in a typical family. **.75**

Postage, 4c

THE LITTLE AUTO. Another Lois Lenski book—introducing Mr. Small, who drives his car to work, gets gas at the filling station, etc. He's a much-loved character, is Mr. Small. **.75**

Postage, 7c

ROMNEY GAY BOOKS. Real favorites—and each full of those very favorite Romney Gay children. They'll have to be read over and over and over. Cinder, **.50**; Cinder's Secret, **.50**; Toby and Sue, **.50**; HiHo for the Country, **.50**. All four, **2.00** Postage, each 4c

LITTLE ENGINE THAT COULD. The biggest selling of all juvenile books—a real tribute to its popularity, particularly with the "train" boys. It's been reproduced on a plastic record, too, you know (see page 17), in case you tire of reading it constantly. **.60**

Postage, 7c

TELEPHONE. Of course children want to converse as you and I do! Here's a French-type telephone, made of metal, with a bell that rings. It's a good one. **1.00**

Shipping weight, 1 lb.

DOORWAY GYM. Every family that's had one is quick to extoll its virtues. You remember it, of course—swing, rings and bar which attach to an ice-tong-like clamp, fitting on a standard door frame, without harm to wood-work. An unexcelled indoor exerciser. **9.50**

Shipping weight, 9 lbs.

STEP SLIDE. This is just what its name implies—a slide which fits over steps. It's metal, and it's 42" long. You'll no doubt recall it from our last year's catalog. **7.50**

Shipping weight, 17 lbs.

SKOOTER SKATE. A small skooter for three- and four-year-olds. It's made of metal with three roller skate wheels to scoot on. **2.50** Shipping weight, 6 lbs.

JUMBO CRAYONS. Big fat ones which won't get broken easily. Box of eight **.40** Shipping weight, $\frac{1}{2}$ lb.

SNOOPER, JR. A corduroy puppy who is 6" long, has droopy yarn ears, and is a most lovable companion. **3.00**

Shipping weight, 1 lb.

SHOE BAG. An encouragement to neatness—a closet-door bag for four pairs of shoes. In bright red (with Miss Muffet, Mary and Her Lamb, etc.) or bright blue (with Jack and Jill, Tom, Tom, the Piper's Son, etc.). **1.50**

Shipping weight, $\frac{1}{2}$ lb.

RABBIT TWINS. They're adorable fuzzy bunny people—Brother, dressed in removable felt overalls, and Sister, in a pretty felt dress. They stand only $9\frac{1}{2}''$ high. The pair **4.00**; Each **2.00**.

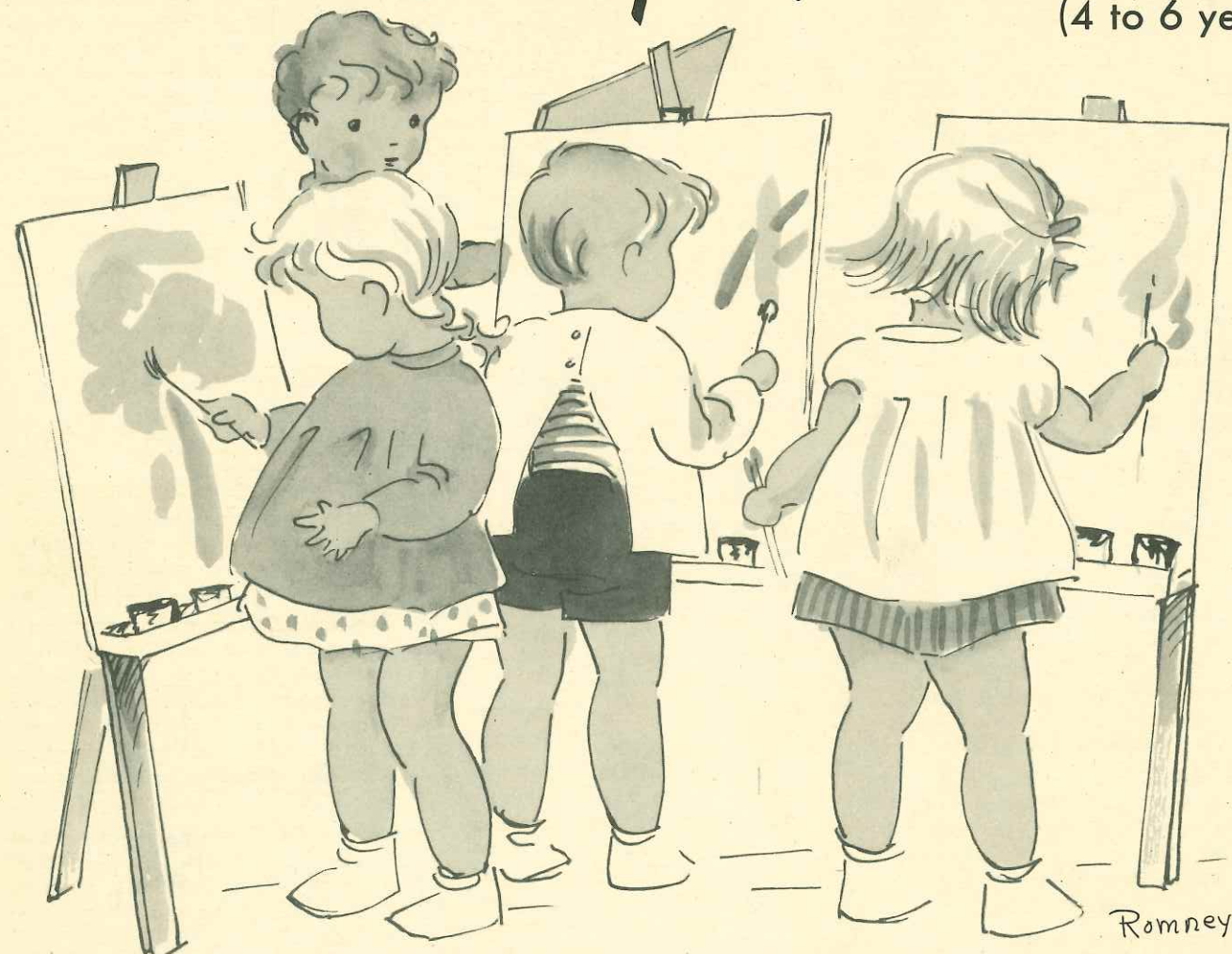
Shipping weight of each, 1 lb.

Remember—these age groupings are necessarily general divisions, and should be interpreted broadly to allow for individual differences. Consult other sections as well.

FOR

KINDERGARTEN

CHILDREN
(4 to 6 years).



Romney Gay -

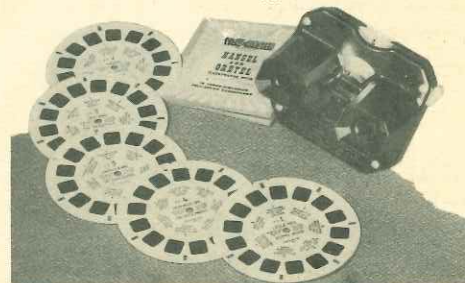


RAINY DAY UMBRELLA. It's just like mother's — which means it's very grown-up. In gay rayon plaids, assorted colors. Please specify choice of color. **4.75**

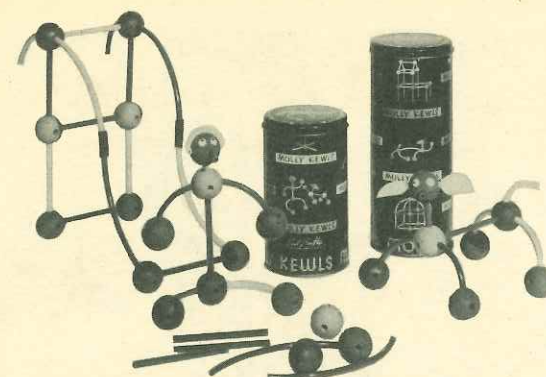
Shipping weight, 1 lb.



BEAUTY SKIN DOLL. She's a real-looking and real-feeling baby made of latex rubber, and with a nearly unbreakable composition head. Her eyes close, of course; she can be bathed, and she's dressed in attractive rompers and bonnet. 20" tall. **5.95** Shipping weight, 10 lbs. Crocheted sweater, bonnet and booties to fit. **2.00**

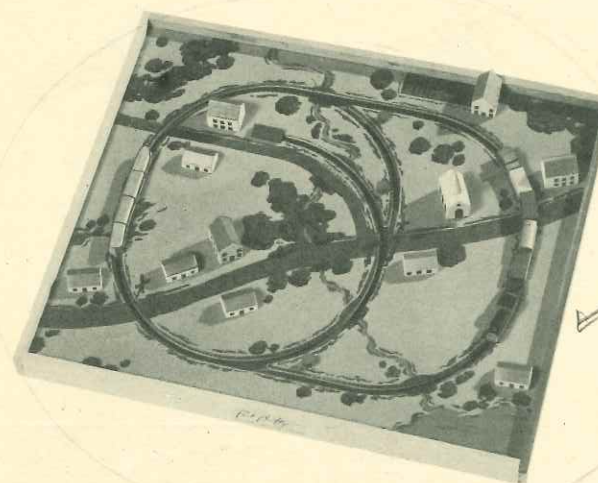


FAIRY TALE VIEWMASTER. What is it? A plastic viewer, like the old-fashioned stereopticon (three-dimensional). The pictures? Six reels, all in color, showing the favorite fairy tales: Red Riding Hood, Jack and the Beanstalk, Hansel and Gretel, Cinderella, Goldilocks, and Snow White. There are many scenic films which you may order too (you'll get a list along with the set). Viewmaster and 6 fairy tale reels. **4.00** Shipping weight, 1 lb.



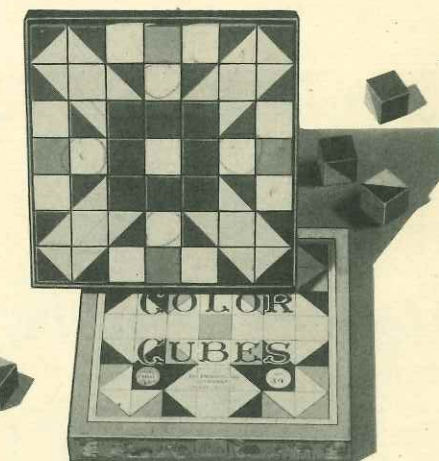
MOLLY KEWLS. They are so versatile, these plastic tubes and rubber balls! That's because there are curved pieces and straight ones, long ones and short ones, red ones and yellow ones (and other colors as well). They all fit easily into any one of the six holes in the rubber balls, so the possibilities are endless. Included, too, is paper for eyes and ears and plastic coils for tails, for making really silly animals.

Junior Set **1.95**
Senior Set (more pieces) **2.95**
Shipping weight, 2 and 3 lbs.



COLOR CUBES. You'll notice that these small wood cubes (1") are painted differently on all six sides. Yes, you can make patterns and designs with them—infinite numbers of designs. We don't know of a better rainy-day or sick-a-bed toy for children of five and older. Don't you remember spending endless hours with them yourself?

Box of 49 blocks **1.50**
Shipping weight, 1 lb.



CHOO-CHOO TOWN. A brand-new innovation in railroad history! The cars of the two trains are tiny wood blocks, each about an inch long. They fit into a grooved track which loops in and out around the colorful scenic board (the town). The trains can be pushed here and there and shunted back and forth with switches and are firmly anchored in their groove. Eleven tiny wooden buildings to be arranged as desired, complete the village. We have had most enthusiastic reports on it from the young users—four-year-olds and all the way up to eights. The board is 13½" x 15¾". **2.95**

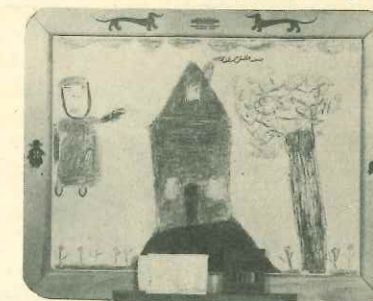
Shipping weight, 4 lbs.



PEG HAMMER-NAIL TABLE. An excellent 3½-year-old (and older) activity toy. There are lots of pegs to be fitted into holes in the table for making villages and farms and things. There are lots of little pieces of wood to be pounded onto the composition board (which fits onto the table) to make houses or trains or what have you. The stool is 10½" high, the table is 20" x 16" x 20", and comes equipped with everything that's needed. **8.00**

Shipping weight, 10 lbs.

Playskool Hammer-Nail Set (without table and bench) **1.25**
Playskool Peg Set (without table and bench) **2.00**



WHITEBOARD. This picture was done by Betsy, a five-year-old. She needs a big area for drawing (this board is 24" x 36"), and likes to do things in color (she did this with the special crayons provided). She can erase this easily (with a dampened cloth) and can draw something else when she wants to. Those are the advantages of this special composition board. It can also be hung on the wall and has a rack for crayons. We recommend it. **5.00**

Shipping weight, 7 lbs.

Smaller table size, 12" x 16", **1.50**

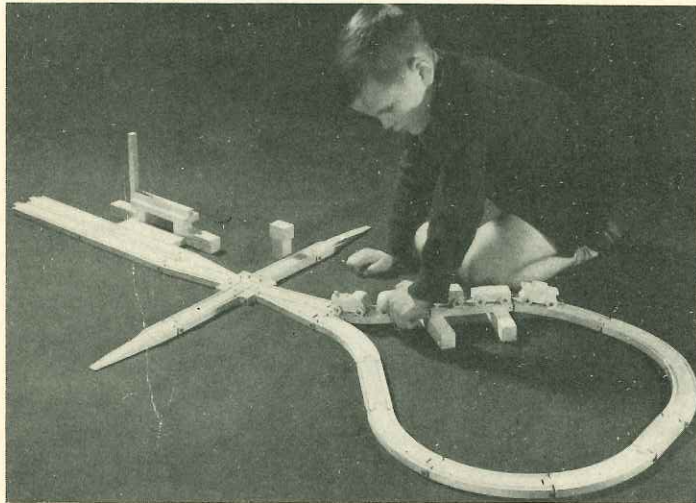
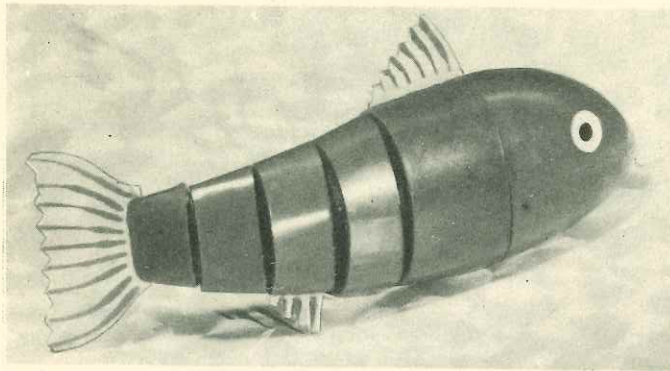
Shipping weight, 3 lbs.

MAGIC MARY. This young lady (10½" high and made of very heavy laminated cardboard) owes her immense popularity to her novel clothes which don't hook on in the usual paperdoll fashion at all, but cling magically because of concealed magnets. She has twelve complete changes, all to be cut out. **1.25**
Shipping weight, 1 lb.



(4-6 Years)

SWIMBO. Swimbo (5½" long) is a bright red plastic fish who swims realistically (like an honest-to-goodness fish) with the aid of a rubber-band wind-up mechanism. But this description really isn't adequate, so you'll have to see for yourself. He's only 1.00
Shipping weight, ½ lb.



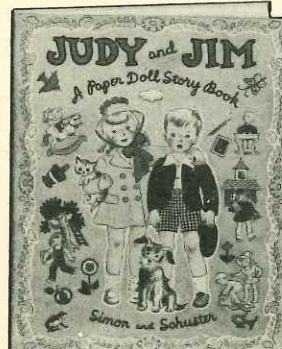
TRAIN, TRACK AND BLOCKS. More than six feet of straight track, a full circular track 18" in diameter, a crossover, a pair of switches, and the most wonderful little solid wood train (engine and four cars) to push here and there along it. Included, too, are small blocks for building stations and tunnels and necessary things. Made of beautiful smooth hard-rock maple. This is real play equipment—a good "do-with" toy for all ages from three to eight. Set as pictured, 8.50
Shipping weight, 8 lbs.

Smaller sets and extra equipment:

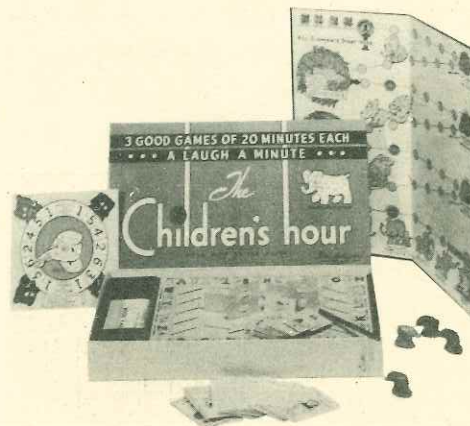
No. 1 Set (33½" of straight track, engine and 3 cars, 12 blocks)	2.50
No. 2 Set (51" of straight track, engine and 3 cars, 4 blocks)	4.00
Round Track (8 sections)	2.50
Switches (pair)	1.00
Crossover	.50
Straight track, per section	.25
Extra cars, each	.25
Extra blocks, per bag	.50

JUDY AND JIM.

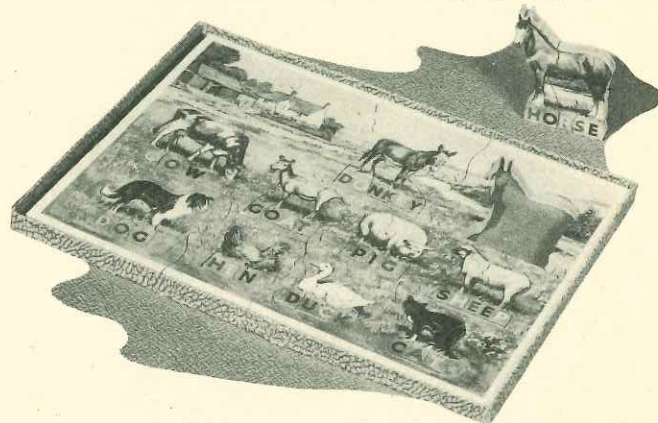
The story of these two paper doll children takes them picnicking, to the zoo, to school, playing in the snow, etc. They have clothes for all these occasions (ones to be punched out of the pages of the book). They have a closet for their clothes too (inside the front cover) and inside the back cover are their beds. A new Golden Book. 1.00
Shipping weight, ½ lb.



CHILDREN'S HOUR. Three completely different games are all together in this one box—a board game (similar to Parchesi, but with a spinner instead of dice), a card game patterned after Rummy, and a fishing game with cards to be pulled from the box by a hook and line. They are all very elementary — and ones which five-year-olds (and older) adore. 2.00
Shipping weight, 3 lbs.



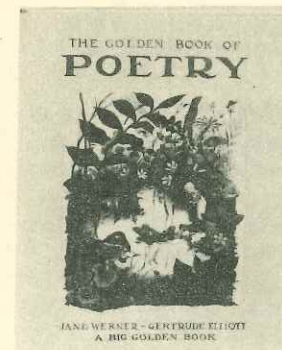
MONEY CHANGER. With this conductor's money-changer hooked onto his belt, the young man of the family will find it easy and fun to count out pennies, nickels and dimes. Who knows—it may help him in learning to handle money and to make correct change. Not a toy, but the real thing. 1.25
Shipping weight, 1 lb.



FARMYARD PUZZLE. Scoop! Excellent made-in-England plywood puzzles are available again! There are really ten puzzles in one—for the animals themselves are each separate and can be played with separately. And each is identified with his name below—a help for early spellers. Complete puzzle is 8½" x 11¾". Choose this for an exceptional four-year-old and older. 2.00
Shipping weight, 2 lbs.

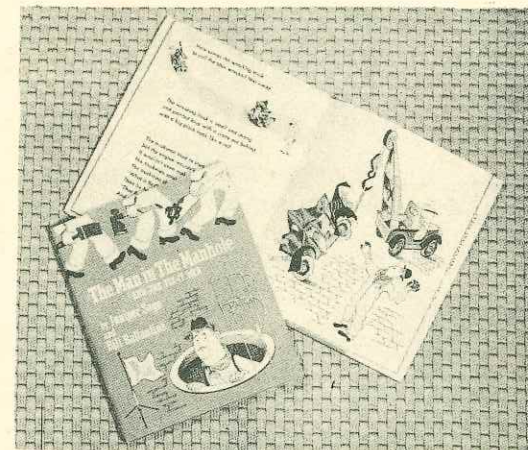
(4-6 Years)

BOOKS



GOLDEN BOOK OF POETRY. A truly distinguished collection of verse for children—over one hundred favorite poems, including Edward Lear's *Nonsense A.B.C.*, Lewis Carroll's *Walrus and the Carpenter*, James Whitcomb Riley's best-loved *Little Orphant Annie*, and many others. Beautifully illustrated. 1.50
Postage, 7c

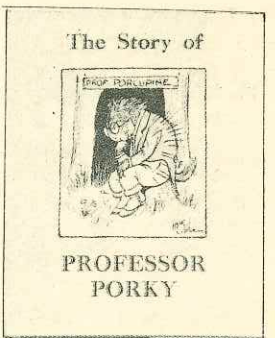
MAN IN THE MANHOLE. What small boy isn't fascinated with watching telephone linemen fixing things, wreckers dragging cars away, roads being repaired, etc. They'll be fascinated with this book as well—we know this from reports from young readers during the past year. 1.50
Postage, 4c



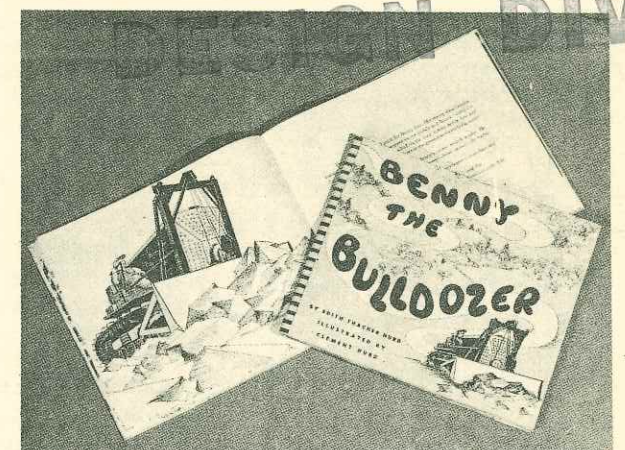
FARM STORIES. A rollicking collection of brand-new stories about farm life—of wonderful things that children can see and do in the country. A Golden Book which was a Herald Tribune award winner. Profusely illustrated in color by Gustav Tenggren. 1.50
Postage, 10c



PROFESSOR PORKY. A charming new nonsense story about a distinguished porcupine who disciplines Mr. Bunny, the lettuce-stealer—and who gets his reward in salt butter, which he dearly loves. 1.00
Postage, 4c

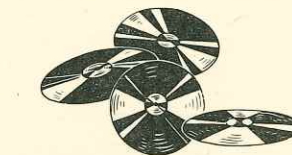


BENNY THE BULLDOZER. Action and suspense and fun and information all rolled into one in this new book by Edith Thacher Hurd. It's the story of Benny, who made the dirt fly, literally, on the country road he was helping to build, and finished it in time for the Fourth of July parade, which Benny himself led. Sure to interest boys of five and older. 1.50
Postage, 7c



VICTROLA RECORDS

PETER CHURCHMOUSE. Now children can hear this favorite story over and over and over again. It's beautifully told and recorded on two 10" **unbreakable** records. (We have the book, too. See page 18). 3.15
Postage, 25c



NEW, UNBREAKABLE ALBUMS. The favorites of all time—now on Vinylite records for the first time! Each album has two 10" records, and each album has printed on it pictures taken directly from the books themselves, and parts of the story, too.
Little Engine That Could 3.15
Little Black Sambo 3.15
500 Hats of Bartholomew Cubbins 3.15
House at Pooh Corner 3.15
Postage on each, 15c



FAMILIAR FAVORITES

SNIPPIE SCISSORS. These scissors are electric. Plug in the cord, press the button and watch them work. It's the vibration of the blades that does the cutting. No danger of fingers being caught, so they are safe to use as well as lots of fun. **2.00** Shipping weight, 3 lbs.

CIRCLE DOLL. A cardboard doll with clothes on movable discs which can be turned to show various dresses and matching accessories. She's lots of fun for this age—a good sick-a-bed toy. **.75** Shipping weight, ½ lb.

BLOCKRAFT. A variety of wood blocks of different shapes with holes on all sides and separate dowels which fit into them. They peg together to make buildings or trucks or trains or whatever the child's imagination dictates. An excellent constructive building set for three- to eight-year-olds. **2.50** Shipping weight, 8 lbs.

KALEIDOSCOPE KIT. It's the new one—with a removable lens—where you can put in rubber bands, toothpicks, screws or what have you for making amazingly beautiful designs. Ageless in its appeal. **2.00** Shipping weight, 2 lbs.

STAKE WAGON. A small size, but grown-up-looking wagon with removable stake sides. Easy for a three- or four-year-old to manipulate, and big enough to hold him too. Hard wood body with metal axles and rubber tires on the wheels. 14" x 28". **13.50** Shipping weight, 29 lbs.

RUBBER DAGGER. It's a vicious looking, but perfectly harmless, all rubber knife in a handsome leather sheath. It's smart to wear on one's belt. **1.25** Shipping weight, 1 lb.

SURPRISE BALL. The well-known favorite for stockings, birthdays, traveling and sick-a-bed days. Twelve tiny presents, each wrapped individually, are wound together in a crepe paper ball. Excitement truly runs high as each present is discovered. **1.00** Shipping weight, ½ lb.

PLASTI-COLOR BOOK. A sensational coloring book with plastic pages which can be colored and erased and done over again and again. Available in subjects for boys or girls. (Please specify for which in ordering.) **2.00** Shipping weight, 1 lb.

INDIAN POW-WOW SUIT. A wonderful full-feathered headdress and an attractive suede-cloth jacket with authentic Indian designs. It's adjustable for all ages, and can be worn over regular clothes. **3.95** Shipping weight, 2 lbs.

LOCOMOTIVE PUZZLES. Four puzzles in one—all fitting into a plywood tray. They are interesting and colorful pictures of locomotives from the earliest steam-powered one to the modern Diesel. Right for four- and five-year-olds. Heavy plywood, 12" x 16". **2.50** Shipping weight, 4 lbs.

SURREY. A cast-iron surrey with a "fringe on the top", a driver and a passenger (both removable), and a team of sprightly horses. Of course it's on the requested list. Length, 12". **2.25** Shipping weight, 6 lbs.

ANNE FARRELL VILLAGE BLOCKS. Wonderful little wooden blocks, twelve in all, painted with windows and doors and things. When combined by simple piling they make a store, a house, a school, etc. Packaged in a big cardboard house. **1.95** Shipping weight, 4 lbs.

Two larger sizes available also:

Big Town—**3.95**
shipping weight, 6 lbs.

Skyscraper—**7.95**
shipping weight, 10 lbs.

SKOOT CAR. A really good scooter for four- and five-year-olds. Four hard rubber sleeve-bearing wheels keep it upright and scooting along smoothly. **6.95** Shipping weight, 11 lbs.

STICK-EM PICTURES. Four books in a box—each full of gummed pictures in gay colors. Cut them out and paste them in the outlines provided in the book. Lots of fun for beginning cutters, lickers and pasters. **.75** Shipping weight, 1 lb.

MY TOWN GARAGE. Handsome modern service station with eight plastic cars. It has large acetate windows, grease lift, lift-up service door and a back which hooks on or may be lowered to use as a ramp for incoming cars. 11" x 22" x 9" high. New low price **8.00** Shipping weight, 12 lbs.

FINGER PAINT. Paint to be applied with fingers, rather than brushes—and it is used on dampened paper. It's lots of fun and an excellent medium of expression for nursery and kindergarten ages. Harmless and stainless.

Small set (6 2-oz. jars of paint, 12 sheets of special paper) **1.75**

Large set (6 4-oz. jars of paint, 12 sheets of special paper) **2.75**

Shipping weight, 6 lbs. and 10 lbs.

BOOKS

PETER CHURCHMOUSE. A lovely whimsical and humorous tale of a sociable and hungry mouse who nibbles holes in hymnbooks and the parson's sermon—and becomes firm friends with a lovely soft round kitten. It's the kind of book that one is requested to read over and over again. It's recently been put in record form (see page 17). **1.00** Postage, 7c

MIKE MULLIGAN. A steam-shovel story that never grows old. It's a great favorite with boys of four to seven. **2.00** Postage, 7c

THE STORY OF BABAR. This certainly needs no introduction or explanation—it ranks among the classics in children's stories. **1.00** Postage, 7c

Other titles:

The Travels of Babar
Babar and Zephir
Babar and His Children
Babar the King Each **1.00**

THE LITTLE TRAIN. A story of Engineer Small and his train. Lois Lenski knows just what children want to know about things like this and just how to tell it to them. **.75** Postage, 4c

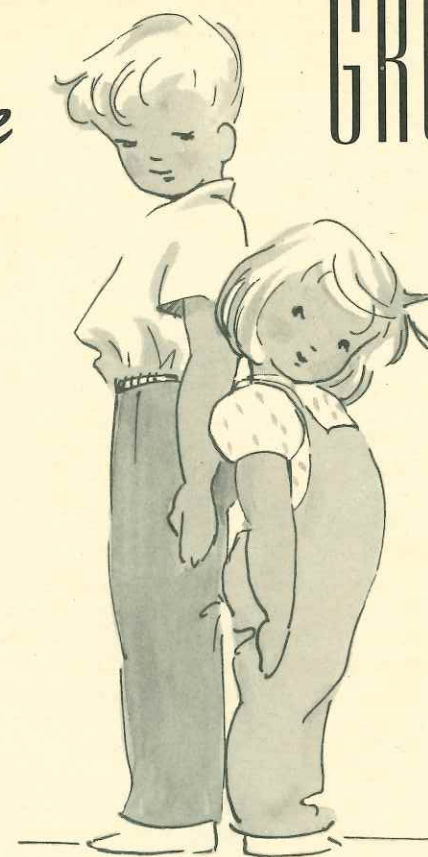
Others in the Mr. Small series (they're all favorites):

The Little Airplane **.75**
The Little Fire Engine **1.00**
The Little Farm **.75**
Postage, each 4c

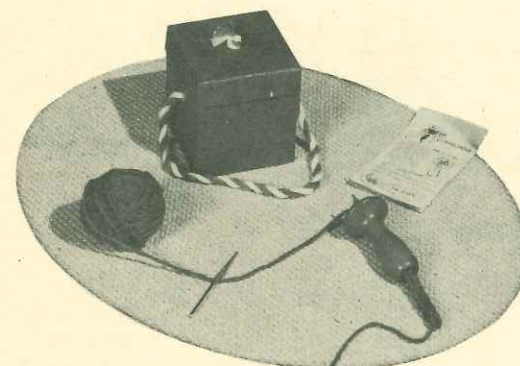
GOLDEN DICTIONARY. Not just an uninteresting dictionary, but an extremely fine collection of hundreds of interesting and colorful pictures illustrating the words given on each page. We know several four-year-olds who consider this their favorite book. On the required list, if you don't already have it. **1.50** Postage, 10c

Remember—these age groupings are necessarily general divisions, and should be interpreted broadly to allow for individual differences. Consult other sections as well.

For the **GROWING-UPS** (6-14 Years)



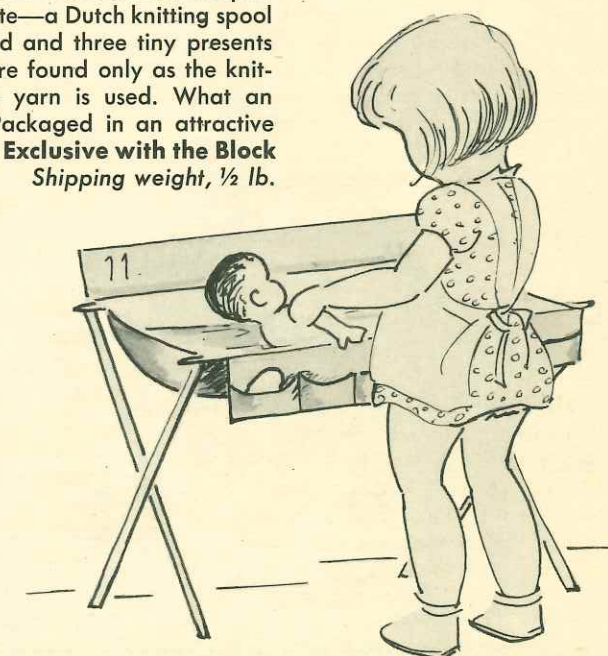
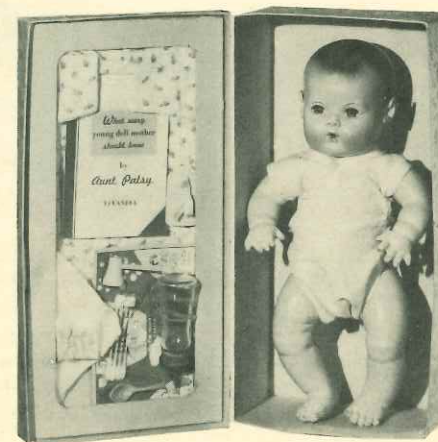
Romney Gay



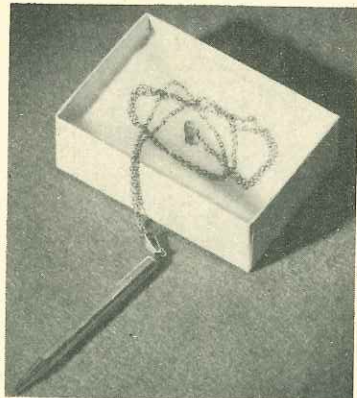
SURPRISE KNITTING BOX. A brand-new adaptation of the age-old favorite—a Dutch knitting spool with a ball of bright cord and three tiny presents wrapped into it, which are found only as the knitting progresses and the yarn is used. What an incentive for learning! Packaged in an attractive and handy carrying box. **Exclusive with the Block Shop. 1.75** Shipping weight, ½ lb.

DYDEE DOLL. The real one—the original one—the best one (by Effanbee)—in a 15" size which is just too adorable for words. She is made of heavy rubber with a rubber composition head and even rubber ears, and eyes which lock shut in a sleeping position by merely turning the head. She has all the necessary equipment—bottle with nipple, feeding spoon, soap bubble pipe, Q tips, soap for bathing, and flannel pajamas. She's what all small mothers are wishing for. **12.95**

Shipping weight, 6 lbs.



BATHINETTE. Necessary equipment for that rubber baby doll! A miniature replica of the real thing—rubberized tub, 15" x 8½", canvas top for drying and dressing purposes, handy pocket for soap, and hose and clamp for drainage. Made by the manufacturer of the real Bathinette. **3.75** Shipping weight, 4 lbs.



CHAIN PENCIL. Always handy, this pencil, for it's securely attached to a chain to be worn around the neck. It's very thin and handsome in gold or silver plating, and an extra-special gift for the vain and fashion-conscious young lady. **1.80**

(Federal tax incl.)
Shipping weight, ½ lb.



MINIATURE VILLAGE. Cardboard schools, stores, churches, etc.—all can be made by folding and fitting and fastening the parts together. Lots of fun to do and a fine large town to play with when finished! **1.50**

Shipping weight, 4 lbs.



KAR KIT. Attention, boy mechanics of 8, 9, and 10! A metal chassis and four interchangeable plastic body parts to be assembled onto it—(with nuts, screws, etc.) for making sleek-looking modern cars. What fun! Finished cars are approximately 12". **6.95**

Shipping weight, 5 lbs.

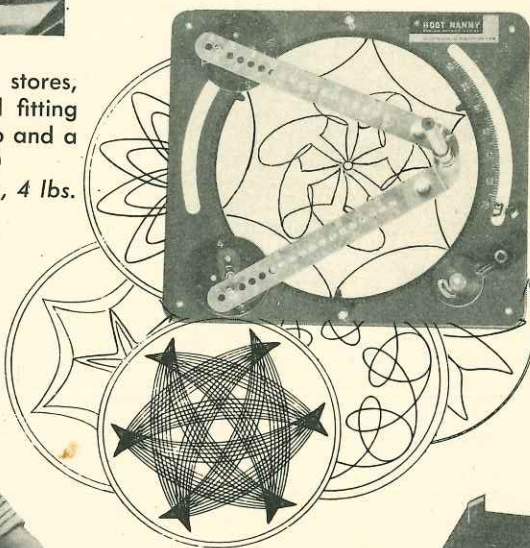
Kar Kit Motor. An easily installed spring motor to mechanize the cars—one winding and they'll go approximately 60 ft. **1.25**

Shipping weight, 1 lb.



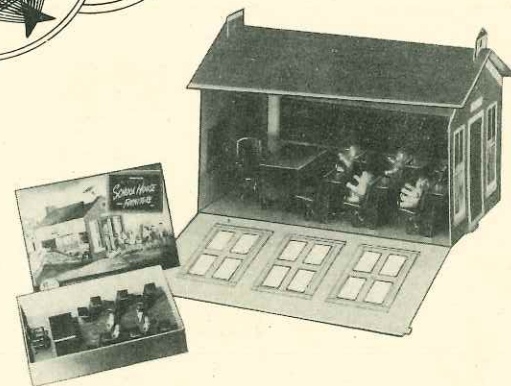
RAINY DAY BOX. It's chock-full of choice ideas for constructive activity—with necessary materials (crepe paper, doilies, stickers, Scotch tape, colored paper, etc.) and suggestions for making all kinds of interesting novelties. It will brighten many a dull and rainy day for girls of eight and older. **A Block Shop exclusive. 3.50**

Shipping weight, 4 lbs.



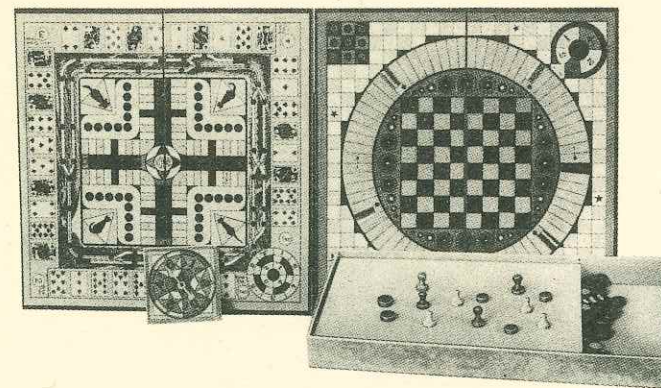
HOOT-NANNY. A magical designer—intriguing and fascinating to everyone of seven and over. It's a precision-built drawing instrument that adjusts easily to make innumerable complicated and beautiful geometric patterns—over 22,000,000 possible designs! **2.95**

Shipping weight, 4 lbs.



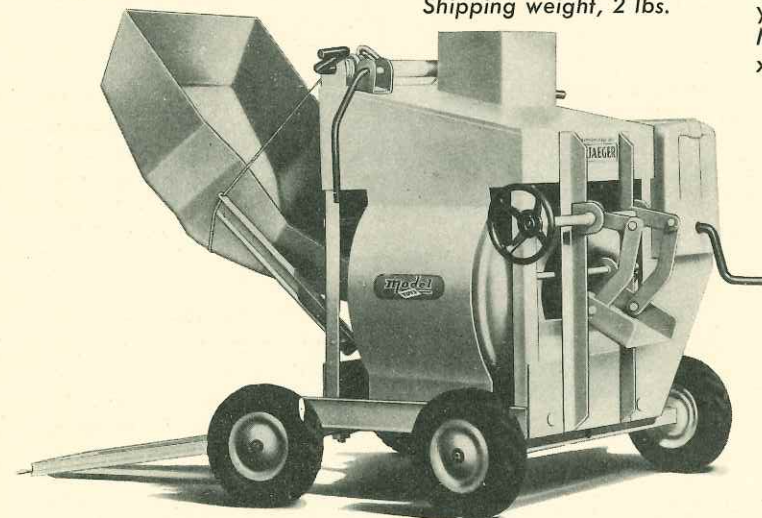
LITTLE RED SCHOOLHOUSE. Let's play school—with this real little cardboard schoolhouse, six old-fashioned desks having seats which actually fold up, a teacher's desk with a drawer that actually opens, a teacher's chair which really swivels, and four pupils who can sit or stand. The furniture and children are all plastic. School is 8½" x 14" x 9½" high. **3.00**

Shipping weight, 3 lbs.



GAME KIT. A storehouse of fun—you can play any one of twelve games on this colorful board—India, Checkers, Steeplechase, Fortune Telling, etc. **1.00**

Shipping weight, 2 lbs.



MODEL CONCRETE MIXER. This really works—feed in sand and cement (or just sand), fill the tank with water, turn the drum and soon the concrete pours out. An authentic scale model of the Jaeger Mixer, 9" high. Rugged heavy gauge steel with long-wearing rubber tired wheels for active duty. A real toy for real boys. **10.75**

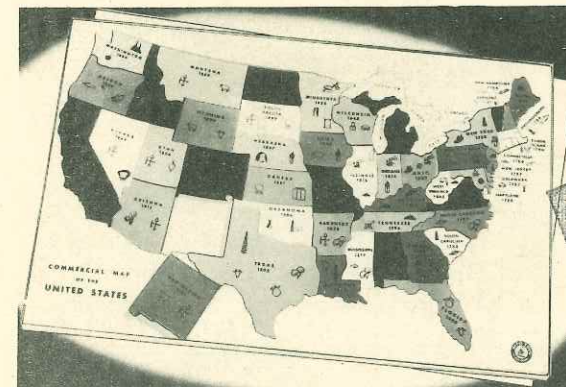
Shipping weight, 6 lbs.

Model Dump Truck. Authentic replica of an earth hauler, similar in construction to the mixer. 25" long. **12.75**

Shipping weight, 7 lbs.

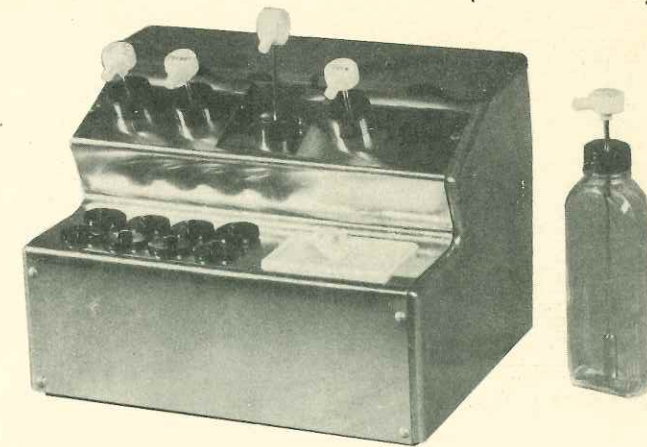
Model Bucket Loader. A third model toy for scooping up sand, gravel, etc. 17" high. **13.75**

Shipping weight, 7 lbs.



U. S. MAP PUZZLE. The best yet—a brand-new puzzle cut on state lines and with plywood pieces all fitting into a wooden frame. The name of each state, date of its admission to the Union, and a picture of its chief product, are all clearly printed on each piece. Completed map is 19" x 12". **3.00**

Shipping weight, 5 lbs.



SODA FOUNTAIN. The ultimate in modern playroom equipment! Fill the bottles with chocolate milk or coke or what have you, press the spigot, and out will come your favorite drink. Made of aluminum with glass containers for liquids. 9½" x 7" x 7". **4.00**

Shipping weight, 4 lbs.

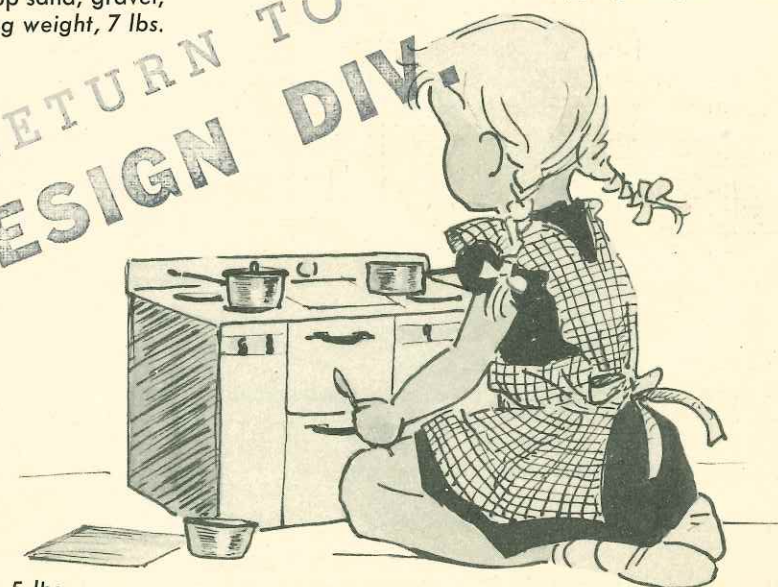


COOKING UTENSILS. Cook your own special dishes! These are real pans for real cooking, made of heavy cast aluminum that won't bend or break or rust. Largest, 4". **2.95**

Shipping weight, 3 lbs.

ELECTRIC STOVE. What a delight—to bake when mother does on one's own little stove! The three burners on top can be used for real cooking, too. A perfect scale model with everything insulated for absolute safety, and even a real heat indicator on the oven. Five small utensils included. 15" x 7" x 11". **8.00**

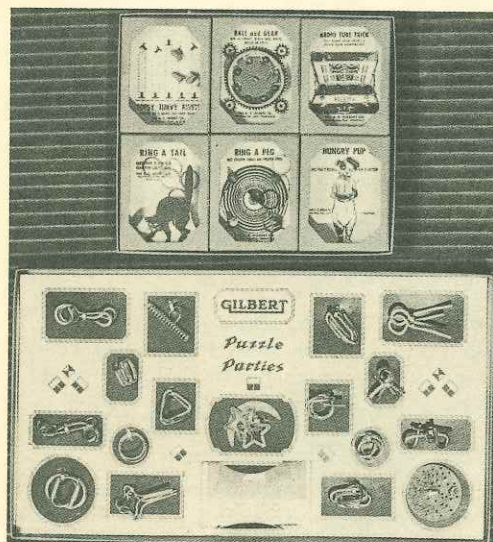
Shipping weight, 12 lbs.



RETURN TO
DESIGN DIV.



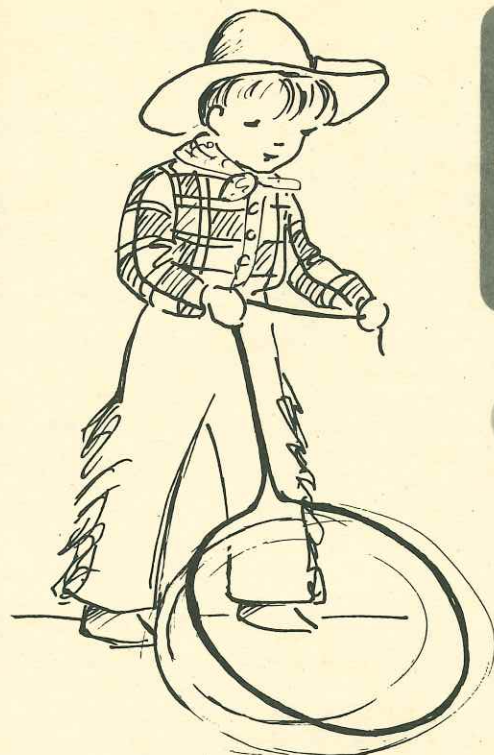
PLAYMATE. Interested in blondes? Interested in clothes? This young playmate (7" high) has lovely silky hair, wears a jersey skirt and blouse, and carries a complete change of wardrobe in her week-end case: sunsuit, beach bag, skirt, party dress and bonnet, slippers, nightie, bathrobe, and her own towel, soap and powder. **6.75** Shipping weight, 2 lbs.



GILBERT PUZZLES. Some are easy, some are hard. Some are wire puzzles, some are boxed ones. There's a large variety of them to challenge skill and ingenuity and dexterity. They're handy to have on hand for entertaining youthful visitors. **3.00** Shipping weight, 4 lbs. (Wire puzzles only, shipping weight, 2 lbs.) **1.50** (Boxed puzzles only, shipping weight, 2 lbs.) **1.50**

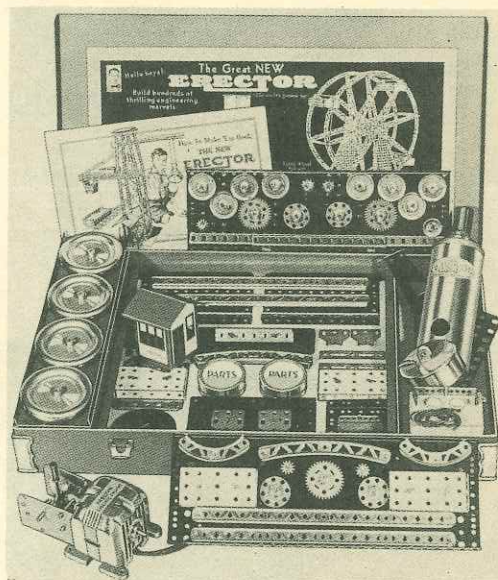


RIG-A-JIG. Toys without end—all to be made by connecting the many geometric shapes with various lengths of plastic tubing. The fitting is simple—and the parts are durable and attractively colored. An excellent "doodling" toy. **2.95** Shipping weight, 2 lbs. Smaller size also available, **1.75** Shipping weight, 1 lb.



MAGIC LASSO. It's magic because it spins so easily even a six-year-old can do it. It's not easy to do all the tricks, however, but the aspiring cowboy will master them with practice and be an expert in no time. **1.00** Shipping weight, 1 lb.

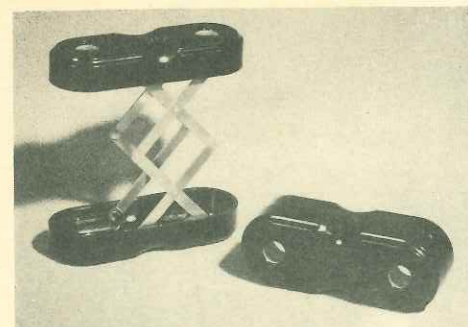
GILBERT ERECTOR SET (No. 8½). It's colossal — this large metal building set crammed with exciting electric features. It has an electromagnet, a 110-volt reversing electric engine, and with it can be built a giant ferris wheel, a magnetic crane, and over 100 other whistling, engine-driven, electrically lighted engineering marvels. Will provide endless hours of constructive and instructive fun and will stimulate real **investigative** engineering in preparation for the modern industrial world. **18.95** Shipping weight, 25 lbs.



- No. 2½.** Apprentice size. Plenty of action models, easy for the beginner. **3.00** Shipping weight, 3 lbs.
- No. 4½.** Includes a powerful mechanical motor to drive trucks, windmills and many other exciting things which may be made. **6.50** Shipping weight, 8 lbs.
- No. 6½.** The sensational set with a real **electric** motor and gears, pulleys, etc., necessary for building airplane beacon, windmill pump, etc. **9.75** Shipping weight, 10 lbs.
- No. 7½.** Derricks, bridges, motor trucks, steam engines—all electrically operated—and powered with an electric engine with a gear shift. It's the Engineer's set. **12.50** Shipping weight, 13 lbs.

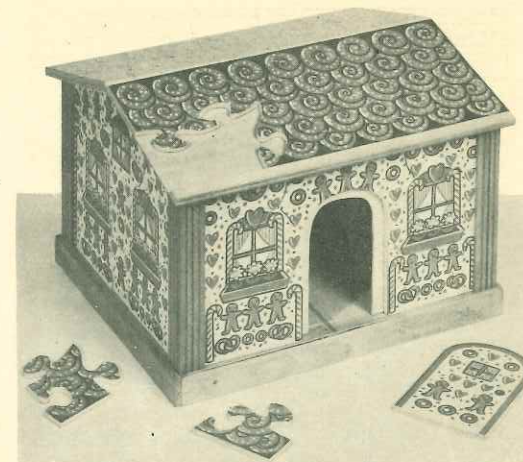


PLASTIC PAINTING. New fun for young artists! A table easel of sturdy masonite, six jars of poster paint, two brushes, many designs to copy, and a sheet of clear plastic on which to paint. Wash off the plastic "canvas" and it can be used over and over again. **12" x 15". 3.95** Shipping weight, 7 lbs.



BINOCULARS. These fold down into nothing at all—a compact, easily-carried case only 3¼" x 1¼", and weighing but two ounces. Opened out they'll enable the young sportsman or nature hunter to see at great distances. **2.00** Shipping weight, ½ lb.

GINGERBREAD HOUSE. A house that looks good enough to eat! It's a quaint little Hansel and Gretel cottage—all to be assembled as a jigsaw puzzle. Completed, it's a substantial doll house, 10" x 12" x 8", easily played with from the top (with roof removed). Constructed entirely of plywood, with panels which slide into the grooved corner posts, and jigsaw pieces to be fitted against the panels. Pieces of acetate fit over the finished house to hold it intact. **5.95** Shipping weight, 7 lbs.



BOOKS

THE CHILD FROM 5 TO 10. A continuation of the early book from the famous Yale Clinic of Child Development (see page 4). It pictures the normal child of five to ten as

he develops in his home, school and community. Most helpful in understanding these ages and in suggestions for coping with specific problems. **4.50** Postage, 10c



THE BOOK OF COWBOYS. THE BOOK OF INDIANS. The heroes of this age come to life under the guiding pen of the Hollings. Both of these books are based on authentic information about the western plains—and are written in attention-holding narrative form. Pen and ink sketches are used throughout to illustrate the text. These are real classics in literature of the west. (128 pp.) The set, **3.00**; Individually, **1.50**. Postage, each 10c

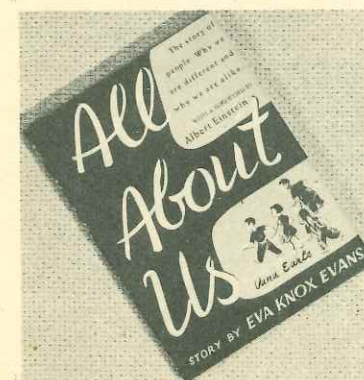
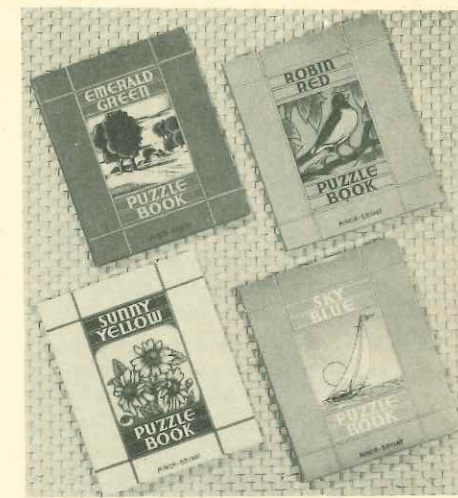
PUZZLE BOOKS. These are so popular in our shop that we want all our customers to know about them. They contain riddles, puzzles, word games, secret codes, party suggestions and innumerable ideas for instructive play. Each covers a different age range: Robin Red Puzzle Book (7-10 yrs.) **1.25**

Sunny Yellow Puzzle Book (9-11 yrs.) **1.25**

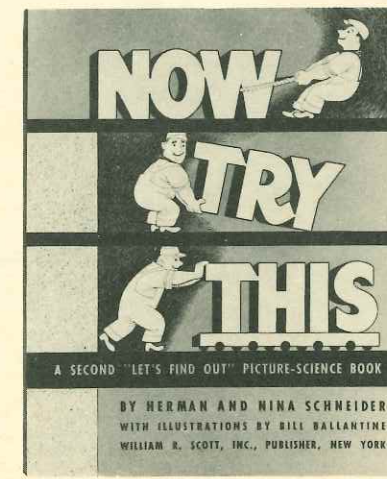
Sky Blue Puzzle Book (10 to 12 yrs.) **1.25**

Emerald Green Puzzle Book (11-13 yrs.) **1.25**

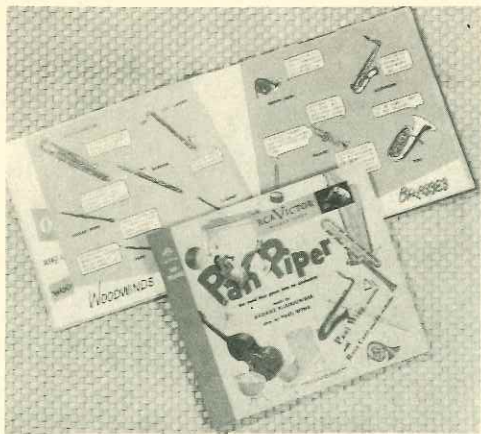
Postage, each 10c



ALL ABOUT US. The story of people — their beginnings, their migrations, their differences in color and customs — told very simply and appealingly so children can arrive at a better understanding of races, and an unprejudiced viewpoint about them. An important book by Eva Knox Evans. **2.00** Postage, 7c



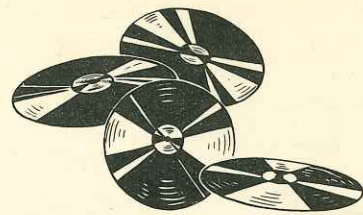
NOW TRY THIS. An excellent try-it-yourself science book for boys and girls of elementary school age. It suggests many simple experiments which explain every-day, taken-for-granted basic principles, such as friction, levers, wheels, etc. A fine stimulus to the inquisitive and eager-to-learn young student. **1.50** Postage, 7c



PAN THE PIPER. A most exciting new album, telling the story of the reed that grew into an orchestra—with introductions to the woodwinds, the brasses, the strings and the percussion instruments. A very clear description of all the major instruments, how they are played and how they sound. An important addition to every record library. Two 12-inch records, of unbreakable plastic. **4.73** Postage, 30c

VICTROLA RECORDS

GOING WEST. A young People's Record Club contribution. A fine collection of American Pioneer Songs, sung by Tom Glazer. Includes: Shoot the Buffalo, Monkey's Wedding, The Jolly Waggoner, and Where Away! Stranger. Children love the rhythm and cadence of these western songs. One 10" record, unbreakable. **1.55** Postage, 15c



THE TWELVE DANCING PRINCESSES. Adapted from Grimm—with both narration and orchestration. Beautifully done on three unbreakable 10-inch records. **4.20** Postage, 25c

FAMILIAR FAVORITES

WATER PISTOL. A popular plastic model which shoots 150 shots at one filling. **.75** Shipping weight, 1 lb.
GILBERT CHEMISTRY SET. Hundreds of scientific secrets at your fingertips with Gilbert Chemistry sets! This No. 6 Set, in a metal cabinet which opens out to make your laboratory working shelf, has a plentiful supply of mystery making chemicals, test tubes and apparatus for performing over 400 exciting experiments. **6.95**

Shipping weight, 15 lbs.

Small sets also available: **No. 1.** Just the thing for beginners—with full instructions. **1.50**

Shipping weight, 3 lbs.

No. 2. A professional looking metal cabinet well-stocked with chemicals and equipment and a fine instruction manual containing 223 experiments. **2.95** Shipping weight, 7 lbs.

SPELL-IT. That ever-popular board with a dial to be turned for spelling simple words. Presto—the word appears in picture form if spelled correctly. **1.50** Shipping weight, 2 lbs.

BOOK BAG. Colorful felt carrying case with handles. Fits snugly on the cover of standard texts, 6¼" x 9". **1.00** Shipping weight, ½ lb.

STATION FIGURES. Tiny iron people and equipment for electric train sets—a flagman, a porter, a repairman, a conductor, a brakeman, and a freight wagon with barrels—all just 1½" tall. **2.00** Shipping weight, 1 lb.

Remember—these age groupings are necessarily general divisions, and should be interpreted broadly to allow for individual differences. Consult other sections as well.

ELECTRIC IRON. It heats enough to iron—but won't get too hot. Safe and underwriter-approved. **2.50**

Shipping weight, 1 lb.

STATIONERY WITH INK. Attractive lined writing paper with colored ink to match. The ink won't stain and it's non-poisonous. **1.50**

Shipping weight, 1 lb.

CURLY TOP DOLL. The paper doll with real hair—and an interesting wardrobe. **.65**

Shipping weight, ½ lb.

OUR WORLD CUTOUTS. The people of various countries, their native costumes, their houses, their products, etc. are all to be cut out and made to stand. Available in the following countries: India, Rural Mexico, Japan, Arabia, China, Australia, Alaska (Eskimos), and North America (Indians). Each **.75** Shipping weight, ½ lb.

GYROSCOPE TOP. A perfectly balanced top which will spin on a pencil point, edge of glass, etc. **1.00**

Shipping weight, 1 lb.

SARGENT CRAYONS. Box of 32 hexagonal crayons in a wide range of colors, including unusual ones like bronze and silver. A much-in-demand set. **.50** Shipping weight, ½ lb.

GILBERT MICROSCOPE. Nature's secrets revealed in color. This excellent microscope magnifies specimens to enormous size and brilliant clearness—a dog hair appears like a strand of

rope, sugar crystals look like brilliant jewels, etc. This set combines a polarizing scope and plenty of specimens for exciting fun. **5.95**

Shipping weight, 8 lbs.

SLINKY. That magic steel coil who "walks" down stairs in unbelievable fashion. **1.00** Shipping weight, 1 lb.

MINIATURE CARDS. Tiny playing cards, 1¾" x 2½". Now in a new boxed set of two decks. **1.00**

Shipping weight, ½ lb.

CASH REGISTER. A genuine precision-made cash register in miniature. Drawer automatically pops out and amount is recorded as sale is punched. Steel with aluminum trim, 6½" wide. **5.00** Shipping weight, 4 lbs.

FLEXITRON. That amazing wired board with plug-in parts which can be changed to make lights go on, buzzers buzz, a telegraph key operate and any number of other interesting experiments. For every electrically-minded boy of eight or older. **5.00**

Shipping weight, 12 lbs.

AUTO-MAGIC PICTURE GUN. Point the gun at a wall in a partially darkened room, pull the trigger, and a movie will unfold before your very eyes. The gun is equipped with a film strip which moves as the trigger is pulled, a lens for focusing, and a flashlight bulb and batteries. Complete with four film strips. **2.95**

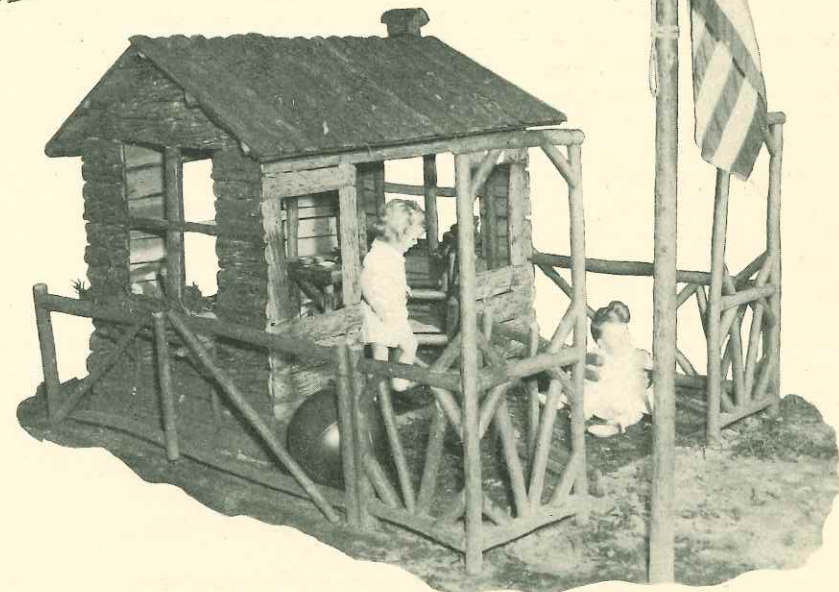
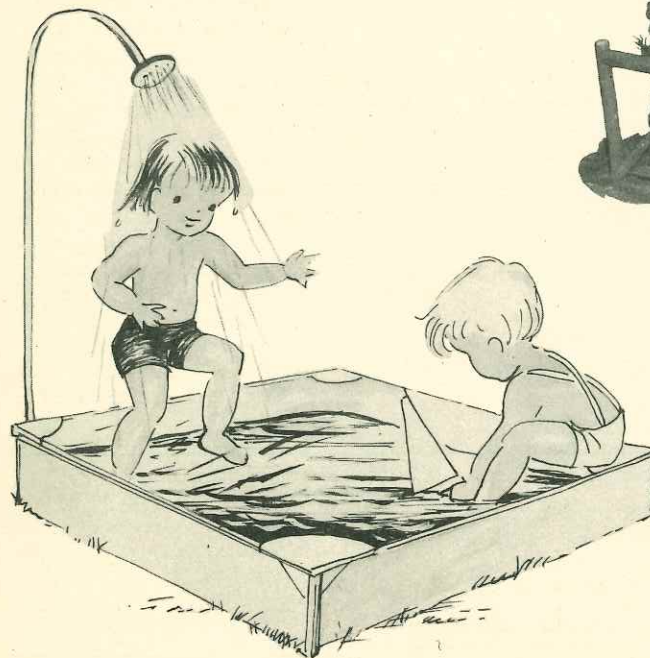
Shipping weight, 2 lbs.

Outdoor Equipment



WADING POOL. This is the best one on the market, we think. It's much bigger than many (4½' x 7'), is made of high quality water-proofed canvas, and has a fine shower attachment for cooling sprays. Provides endless fun for hot days. **19.50**

Shipping weight, 45 lbs.



DANIEL BOONE CABIN. Made of real cedar slabs, this is. There are large openings for windows (so the breezes blow through freely) and a 42"-high doorway for easy access. It's 5' x 4' and 5½' high to the peak of the roof. Much more satisfactory than a tent in our opinion. Shipped to you by railroad freight direct from New Jersey in six pieces—four sides and two roofs. Freight charges to be paid on delivery (weight is approximately 200 lbs.). Cabin only **16.50**

Complete as pictured, with fence, two window boxes, birdhouse, flagpole, and rustic table and two chairs. **35.00**



METAL STILTS. Remember what fun it was to walk on stilts when you were a child—and the self-confidence you gained when you mastered the art? These are strong ones made of tubular metal, painted bright red. Adjustable foot pieces and rubber treads to prevent slipping. They are 64" long and suitable for children from six to twelve years.

4.25

Shipping weight, 8 lbs.



TOTS' SKATES. Made of wood, and with wheels which extend only 1/4" below the sole of the shoe, so tipping can't be serious. May be used indoors or out. Fine for the confident two- or three-year-old who can't manage real roller skates, but wants them.

3.00

Shipping weight, 3 lbs.

Size schedule—For shoe size 5-7 —small
For shoe size 8-10—medium
For shoe size 11-13—large

GARDEN TOOLS. Four sturdy implements for honest-to-goodness work and play—a rake fully 7" wide, a sturdy hoe for digging and chopping, a spade for spading, and a pick for special use in flower gardens. Made of heavy gauge metal, non-rusting, with hardwood handles, 26" long.

The set 2.25

Shipping weight, 6 lbs



derrick too. The heavy cord operating the various parts will stand plenty of strain, and the tight springs on the shovel and boom give quick and positive action. The Cadillac of steam shovels!

8.25

Shipping weight, 6 lbs.

KINGSTON DELUXE ROLLER SKATES. The finest ball-bearing skates, with solid steel wheels and double rows of bearings. May be adjusted from 7 1/2" to 11", so will fit almost all shoe sizes.

5.75

Shipping weight, 8 lbs.

Kingston Junior Skates (not illustrated). Excellent for beginners from four to six. Ball bearing wheels, (single row only) make them free-rolling, yet not too speedy. Size adjustment easy to manage.

2.95

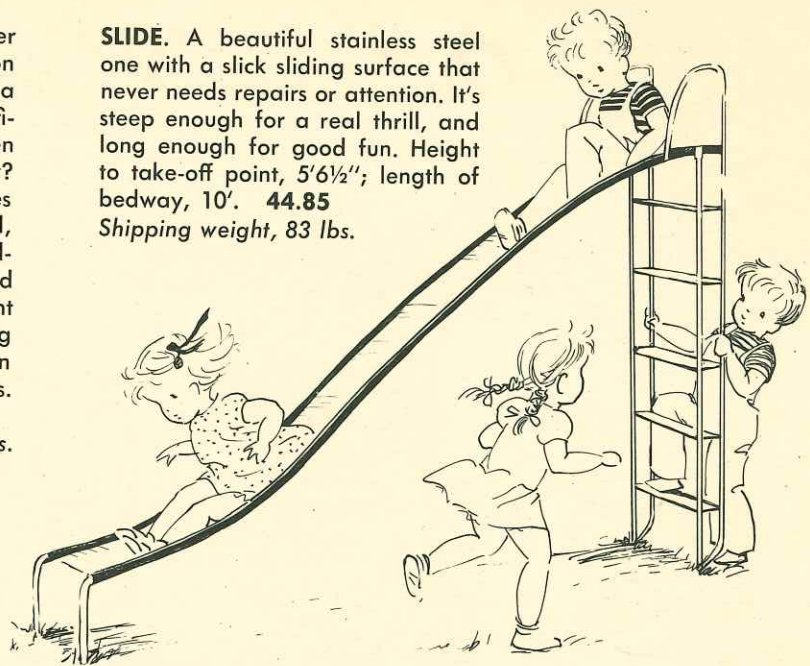
Shipping weight, 3 lbs.



SLIDE. A beautiful stainless steel one with a slick sliding surface that never needs repairs or attention. It's steep enough for a real thrill, and long enough for good fun. Height to take-off point, 5'6 1/2"; length of bedway, 10'.

44.85

Shipping weight, 83 lbs.



SANDBOX TOYS. A sturdy metal pail with a strong shovel — and a nest of metal cans, two of which have holes for sifting—just the equipment needed for hours of fun in the sandbox or at the beach.

2.45

Shipping weight, 3 lbs.



BIG "B" STEAM SHOVEL. Endless pleasure indoors and out with this substantial and rugged digger. It really works — and is easily converted to work as a

derrick too. The heavy cord operating the various parts will stand plenty of strain, and the tight springs on the shovel and boom give quick and positive action. The Cadillac of steam shovels!

8.25

Shipping weight, 6 lbs.



CHRISTMAS FOLDIES. Glistening bright Christmas tree ornaments for children to make—what a fine idea! They are to be punched out of metallic paper, folded, and strings inserted. Very easy to do—and most attractive as they dangle from the tree, catching and reflecting the light. 72 pieces in all, including stars, angels, reindeer, icicles, etc.

1.00

Postage, 10c



CHRISTMAS STICK-A-CARD. Ten large Christmas cards to be made by cutting and pasting. Children from four to eight or nine will enjoy doing these and having their very own cards to send.

.60

Shipping weight, 1 lb.

CHRISTMAS STOCKING. A bright red flannel one with a white cuff and jingle bells tied with a big yarn bow. 17" from top to toe.

1.00

Postage, 10c



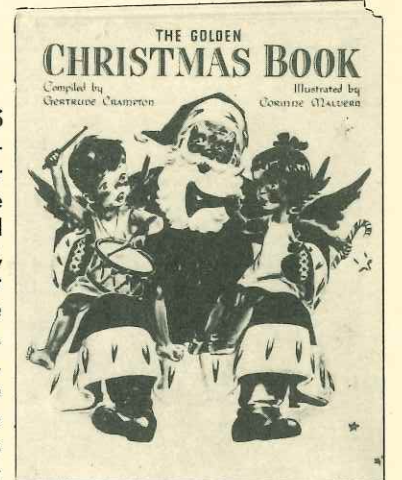
BLOCK SHOP CHRISTMAS BOX. An assortment of all kinds of interesting and unusual little things for filling Christmas stockings.

No. 1 assortment (Girls 2-5 years) 3.00
No. 2 assortment (Boys 2-5 years) 3.00
No. 3 assortment (Girls 5-10 years) 3.00
No. 4 assortment (Boys 5-10 years) 3.00

Shipping weight of each, 2 lbs.

ESPECIALLY FOR

Christmas



THE GOLDEN CHRISTMAS BOOK. A mammoth storehouse of entertainment for the whole family during the Christmas Season. Stories and poems to read, games to play, puzzles to work, directions for gifts to make, and all the favorite Christmas Carols, too. A wonderful holiday book, and it has a surprise inside the cover—a Christmas tree which unfolds as the page is opened.

1.50

Postage, 10c



ORGAN AND CHOIR BOYS. You can almost hear the music from this miniature wood organ (4" x 5 1/2" tall)—and it most certainly inspires the true Christmas spirit. The adorable little angel organist, the two choir boys, and the organ itself (except for its candle pipes) are all made of wood, hand painted. Set, complete

1.50

Shipping weight, 1 lb.

TRIM-A-TREE OUTFIT. An unusual collection of tree ornaments, all conveniently packaged in one box. It includes a string of eight G.E. lights, bright and glittery pine cones, chenille snowmen, Christmas bells, and metallic boots—all to be hung on the tree on Christmas Eve. New low price.

4.00

Shipping weight, 4 lbs.



THE NIGHT BEFORE CHRISTMAS. Now that favorite poem of all time is available on a non-breakable Vinylite victrola record—with Milton Cross reciting it and the Victor Orchestra providing just the right musical background.

1.31

Postage, 15c

WEIGHT IN LBS.	ZONES							
	LOCAL	1 - 2	3	4	5	6	7	8
1	\$0.08	\$0.09	\$0.10	\$0.11	\$0.12	\$0.13	\$0.15	\$0.16
2	.09	.11	.12	.15	.18	.20	.24	.27
3	.09	.12	.14	.18	.23	.27	.33	.38
4	.10	.13	.16	.22	.28	.34	.42	.49
5	.10	.14	.18	.25	.34	.41	.52	.61
6	.11	.15	.20	.29	.39	.48	.61	.72
8	.12	.17	.24	.36	.50	.63	.79	.95
10	.13	.19	.28	.43	.61	.77	.98	1.17
15	.15	.25	.38	.61	.89	1.13	1.44	1.74
20	.18	.30	.48	.79	1.15	1.49	1.91	2.31
25	.20	.36	.59	.97	1.43	1.85	2.37	2.87
30	.23	.41	.69	1.15	1.70	2.21	2.83	3.44
40	.28	.53	.90	1.51	2.25	2.94	3.76	4.57
50	.33	.64	1.10	1.87	2.79	3.66	4.69	5.71
60	.38	.75	1.31	2.24	3.34	4.38	5.61	6.84
70	.43	.87	1.51	2.60	3.88	5.10	6.54	7.97

A map of the United States is shown, divided into eight numbered regions (1-8) by curved lines. Each region contains an illustration of a characteristic feature. A legend on the right lists these features with corresponding numbers.

Region	Feature
1	Sailboat
2	Ship
3	Person surfing
4	Basketball hoop
5	Car
6	Train
7	Cowboy on horseback
8	Movie camera

28

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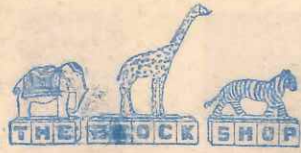
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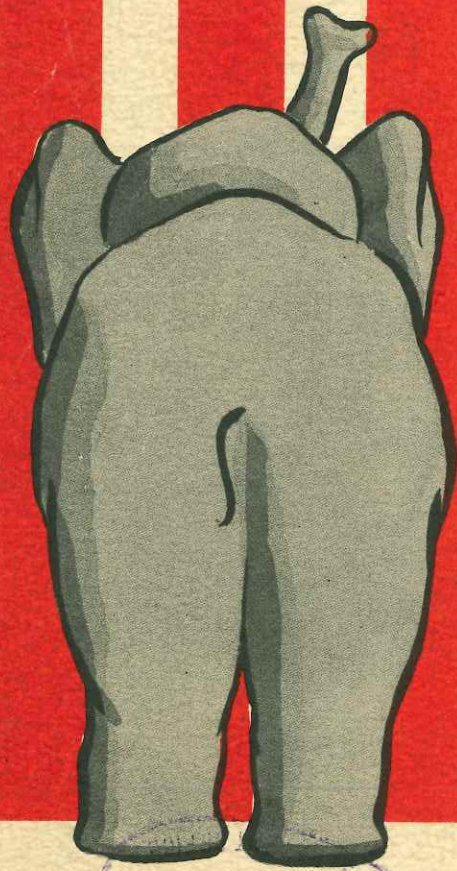
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